

Niranjan S

AEP – RTCDP Developer

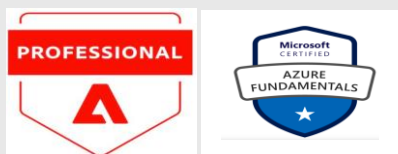


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Skill Set

- **CDP Tools:** AEP, AJO, CJA, Target
- **Languages:** Java, HTML, CSS, SQL
- **Database:** MS SQL Server
- **Tools/ Interface:** Postman, Eclipse
- **QA :** Selenium, Xray, JIRA

Certificates & Badges



- Adobe Certified Professional
Adobe Real -Time CDP
Business Practitioner
- Microsoft Certified – Azure
Fundamentals
- Diploma in Selenium & Java

PROFILE SUMMARY

An IT Professional with overall 6 years of industry experience and an enthusiastic RTCDP Developer with **1.5** years of working experience in developing **Digital Marketing Solution** using **Adobe Experience Platform**, Adobe's CDP tool.

KEY SKILLS

- **Adobe Experience Platform (AEP)**
- **Real Time CDP (Customer Data Platform)**
- **Adobe Journey Optimizer (AJO)**
- **Customer Journey Analytics (CJA)**
- **Adobe Target**
- **SQL**
- **JIRA & Confluence**
- **Automation QA (Selenium, Java, API's)**

PROFESSIONAL SUMMARY

- Self motivated RTCDP Developer with **1.5** years of working experience in Development and Implementation of MarTech solution using Adobe Experience Platform (Realtime CDP tool) to deliver rich & personalized customer experiences.
- Good Understanding of XDM, Data modeling & Data Integration
- Hands on experience in creating **Schema, Field Group and Datasets** based on business use cases
- Strong knowledge on **CDP Architecture** – Identity Stitching & Graph, Merge Policy, Customer Profiling and SQL query
- Good understanding on Data Governance – **Data privacy** best practices
- Very good hands on experience on Configuration of Data Sources, Destinations, Segmentation and Activation
- Proficient in using **Postman API Platform**
- Hands on experience in configuration of data streams in **Adobe data collection**
- Hands on experience in building complex **Journeys and Campaigns** in Adobe Journey Optimizer
- Experience in **Data Testing** – Testing of Data sources, Destination, Realtime Customer Profile, Segmentation for **Data Quality** across experience platform

Awards

Cash Award (IBM)

- Awarded for Handling Market Acceptance testing with market users single handedly

Key Competencies

- AEP and RTCDP
- Business Analysis
- Stakeholder Management
- Agile STLC
- Team Handling
- Flexible
- Quick Learner
- Peer Mentoring

Languages

- **English** – Full Professional Proficiency
- **Kannada** – Native. Full Proficiency
- **Telugu** – Limited

Education

- Bachelor Degree in Electronics & Communication Engineering, BNM Institute of Technology, Bengaluru – India

University: VTU Belgaum
Period: 2014 – 2018
CGPA: 7.1

WORK EXPERIENCE



Nov 2021 – Till Date
AEP Integration Specialist
India

Key Responsibilities:

Nestle Nespresso / AEP DEV:

- Working as a RTCDP Developer for a consumer goods client and delivering end to end MarTech solution (Nestle Nespresso). **Already Rolled out 15+ Markets**
- Designed schema, Datasets and dataflows for various use cases
- Worked on Source Configuration (HTTP API, WebSDK, Snowflake) & Data Ingestion (B2C & B2B)
- Tools Configuration – Integrated Adobe classic campaign (ACC) , CJA with AEP
- Channel Configuration – **Email, SMS, PUSH** (Channel Surfaces)
- Performed Destination Configuration (Facebook, LinkedIn, Adobe Target)
- Configured Scheduled queries
- Created **segments** and activated them to various destinations
- **Dataflow monitoring** and error troubleshooting
- Journey Optimizer – Created journeys and campaign for **orchestration**
- Adobe Target – worked on creating **A/B Activity**
- CJA – Setup **Connections and Data views**. Audience Creation and publishing
- Used **Sandbox Tooling** feature to copy various Objects from one Sandbox to another Sandbox
- Knowledge on Admin Roles to handle **roles and permissions** on Admin Console

Nestle Nespresso / AEP QA (Lead):

- Worked as a AEP QA and handled **end to end testing** involved in delivering end to end Martech solution
- Streamlined all the testing activities by designing **a test plan and testcases**.
- Performed extensive testing on various Sources, Tools, Channels and destinations involved with AEP to ensure **high data quality** across the platform
- Different data checkpoints – Data set up, Dataflow monitoring, Querying Datasets, Profile Attributes & Events validation.
- **Segmentation and Activation**
- AJO – Journey creation and use of Test mode.
- Adobe Target – Tested A/B activity
- CJA – Design Freeform table, Dashboard building, Audience creation and publishing
- Involved in **Market Acceptance testing** - Test case preparation, Guidance to market users, Defect fixing (15+ markets)

WORK EXPERIENCE

Abbott laboratories / AEM QA :

- Performed Component and Site Testing
- Automation of global components
- Content Authoring



Aug 2018 – Nov 2021
Test Automation Engineer
India

Key Responsibilities:

AT & T:

- Worked as Automation Tester for Telecom client (AT&T)
- Performed Web Automation, API Automation, Database Automation
- Developed automation framework using Selenium and Java
- Experience on TestNG and Cucumber frameworks
- Vast experience on Script creation, Debugging and Reporting
- Knowledge in using GIT and Jenkins.
- Experience in Agile & STLC methodologies
- Worked on Katalon Automation Tool