AYUSHI GUPTA
SOLUTION INTEGRATION ENGINEER

CONTACT

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PROFILE

1+ years of proficiency in building scalable data solutions. I am an expert in data integration & marketing campaign analysis with deep understanding of marketing strategy.
I have worked on all phases of data product development lifecycle - analysis, design, development, test, customization, implementation & maintenance.

SKILLS
TECHNOLOGIES:
PRIMARY - Ab Initio 3.3.5.2 and 3.1.7.5, Unix, Shell Scripting, Java, Tortoise SVN, AWS Cloud

RDBMS-Amazon Redshift, Vertica DB, MS SQL Server

OTHERS-C, C++, JAVA, Autosys, HTML, MS-Office

EDUCATION
MOTILAL NEHRU NATIONAL INSTITUTE OF TECHNOLOGY, ALLAHABAD (MNNIT)
JULY-2016-JUNE 2019

MASTER OF COMPUTER APPLICATIONS (M.C.A.)

CGPA: 8.57

Area of Interests
Data Analysis, Data Warehousing, Data Integration, Campaign Analysis

WORK EXPERIENCE

Solution Integration Engineer |**Fair Isaac Corporation (FICO), Bangalore**
July 2019-PRESENT
DOMAIN: MARKETING
ROLES AND RESPONSIBILITIES:

- Involved in the designing and development of complex ETL structures for transformation of data sources into data warehouses based on the requirement.
- Demonstrated expertise utilizing ETL tools, including **Ab Initio,** and **RDBM systems** like **Vertica DB, Amazon Redshift.**
- Interacted with functional/end users to gather requirements of core system to understand exceptional features users expecting with **ETL.**
- Implemented best practices to maintain optimal performance.
- Involved in marketing campaign analysis (creation & execution).
- Review Campaign selection specifications and ensure complete understanding of campaign goals and requirements as outlined by Direct Marketing Manager
- Develop custom/advanced **SQL queries** and CDM workflows to extract and organize data, create lists, forecast audience sizes, etc. for each campaign as outlined in the selection specifications.
- Create campaign segmentation, requiring database joins and selections, within the Marketing Operations product (CDM).
- Responsible for Campaign Management - **website, email, direct mail.**
- Optimize process, campaigns, workflows to improve efficiency and increase output.
- Good knowledge in data extraction and manipulation, database marketing, campaign analysis.

ACHIEVEMENTS:

- Received **SPOT Awards** for outstanding Contribution to FICO.
- Participated as a Designer of winning team in Annual Cultural Event, MNNIT-2017.
- Secured AIR-127 in NIMCET-2016 MCA Entrance Exam.

Trainee Software Engineer (Intern) |**Fair Isaac Corporation (FICO)**
Jan 2019 - June 2019
DOMAIN: ANAYLTICS and MARKETING
PROJECT: OFFER GENERATION FOR CANADIAN RETAILER
FICO system produces scores which lead to offer recommendations every week for every customer. Scoring is done based on their transaction history, their potential value, which banner they shop or any other identifiable attribute of interest.

Roles and Responsibilities: Participated in the design and creation of Transaction Inbound Jobs, Eligibility Inbound, Consumer Stats Outbound and Eligibility Decisions Outbound Jobs to determine the eligibility of a customer for offers.

Project Details:

HCPs of Bristol Myers Squibb

• Responsible for developing, unit testing and supporting various testing phases for the ETL processes using Abinitio.
• Written SQL Scripts to extract data from Database and for Testing Purposes.
• Developed many ETL campaigns for brands like Orencia, Opdivo, Abraxane, Empliciti, etc. to target Healthcare Professionals (HCPs) to send the Patient support Ad-hoc email and who are targets for any of the eleven Opdivo indications.
• Developed Reblast ETL Campaigns to target those Healthcare Professionals which did not open or clicked the email from initial send.
• Work closely with the business leads to understand and finalize the requirements.
• Participated in the development of in UNIX Shell Scripts.

Patients and Caregivers of Bristol Myers Squibb

• Developed advanced SQL queries and audit results for each step using SQL queries directly against the CRM database to ensure selection is accurate.
• Involved in Campaign Results Analysis Support ad hoc campaign performance analyses with Marketing team.
• Developed CDM Campaigns for Immuno-Oncology Consumers to receive an email who registered on webpage with an indication selection of non-small lung cancer and small-lung cancer.
• Developed CDM Campaign flow to receive an email for Orencia Consumers who registered Orencia On Call Program.
• Created detailed functional and technical design specification documents

Clinical Trials of Bristol Myers Squibb

It is for patients, their caregivers, and physicians to learn more about how clinical trials work and how they might be part of making sure new medicines are effective and safe.

• Work closely with the business leads to understand and finalize the requirements.
• Developed Real-time CDM Campaign Flows for Clinical Trials to targets Customers in real time.