



PROFESSIONAL EXPERIENCE

Food Chain Industry
Role: Developer

Jan 2024 – Present

PROJECT DESCRIPTION

A **Fast-Food Chain company** which uses Adobe tools to run customer-targeted campaigns. We offer rewards and analyse data to improve our marketing efforts and enhance customer satisfaction.

RESPONSIBILITIES:

- Spearheaded initiatives within **AJO's Data Management** and **Decision Management modules**, ensuring seamless integration of schemas, data integrity, and **dynamic rule sets**.
- Leveraged **Adobe Experience Platform (AEP)** and **Adobe Campaign Classic (ACC)** tools for enhanced campaign management.
- Orchestrated **API integrations via Postman & Python** for efficient connectivity.
- **Collaborated closely with Middleware and QE teams** to expedite development processes.

ACHIEVEMENT

Developed **multiple API automations** to enhance tool productivity, resulting in improved returns and increased efficiency.

Food Chain Industry
Role: Developer

Jun 2022 – Dec 2023

Project Description

A **Fast-Food Chain company** which uses Adobe tools to run customer-targeted campaigns. We offer rewards and analyse data to improve our marketing efforts and enhance customer satisfaction

Responsibilities:

- Utilized Adobe Campaign Classic for advanced campaign management, leveraging its robust features for targeted messaging and personalized customer experiences.
- Implemented **Adobe Campaign Standard** to streamline campaign execution, ensuring seamless **delivery across multiple channels**.
- Orchestrated API integrations to seamlessly connect Adobe Campaign Classic and Adobe Campaign Standard with other systems, enabling efficient data flow and streamlined workflows.
- Collaborated closely with cross-functional teams to optimize campaign strategies and drive impactful results.

Achievements:

Developed multiple workflow solutions to automate system functionalities, enhancing efficiency and productivity.