Kedarnath Patil

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Mumbai, India

PROFILE SUMMARY

Results-driven Insights professional with 7.7 years of expertise in insights and analysis, specializing in campaign performance optimization and advanced analytics. Proficient in leveraging tools like HCL Unica Campaign to design and execute data-driven marketing strategies, delivering impactful results. Adept at analyzing multi-channel campaign performance using PowerBI, synthesizing audience data, and providing actionable insights to inform creative direction and campaign strategy. Skilled in predictive modelling, A/B testing and building interactive dashboards to track KPIs and drive informed decision-making. Experienced in collaborating with cross-functional teams and clients to develop high-performing advertising concepts and strategies. Known for combining technical expertise with a strategic mindset to enhance campaign efficiency and maximize ROI.

PROFESSIONAL SKILLS

HCL Unica	Microsoft PowerBI	Data Analysis
Campaign Analytics	Campaign development	UAT Testing
SQL/ Teradata / Oracle SQL/ MSSQL / Ada Programming	Google Looker Studio	Data extraction and synchronization
Stakeholder management	HTML, CSS, JavaScript	Data gathering

WORK EXPERIENCE

Ernst & Young LLP
Senior Consultant, Mumbai   *September 2022 - Current*

Tools Used: SQL (Oracle SQL), HCL Unica V11.1, Linux, Unix Shell scripting, WebSphere, HTML, CSS, Excel, Jira, Unica Interact API Client, Jupyter notebook, Google Looker Studio

- Working in the Telecom campaign operations team, involves applying statistical tools and techniques for strategic marketing for various telecom products of the Client

- Using HCL Unica (v11.1) for Data mining and strategic marketing tool & Oracle SQL developer for data pulling, response analyzing data
- Developing and deployment of workflows in SIT, Dev, Prod environments & manage calls with the client stakeholders on priority and error-free.
- Responsible for development of flowcharts of all telecom campaigns on channels like SMS, Email, Push notifications telecalling using HCL Unica Campaign
- Responsible for development of flowchart campaigns on channels like CS, RT, IVR, Deal of Day, Web Portal using HCL Unica Interact
- Analyze Business Insights and Campaign analytics to help make informed decisions and program enhancements over time
- Enabling Offer to all channels used SQL queries and peer to peer quality check using API testing in SIT and Prod environments
- Ensure that all stakeholders are kept fully informed of relevant campaign status, issues using Atlassian Jira, Confluence
- Troubleshooting of existing workflows
- Maintaining Unica Admin servers and Java Services using Linux commands
- Handled end to end upgrade of Unica version 10.1 to 11.1
- Queried databases for information needed for Offer enablement
- Performed data analysis with Pandas and NumPy, identifying key market trends that shaped the product roadmap and directed strategic planning.

Accenture, Mumbai
Senior Analyst   June 2022 - September 2022

Tools Used: *SQL (Snowflake), HCL Unica V10.2, HTML, CSS, JavaScript*

- Worked in the Campaign operations team, involves applying statistical tools and techniques for strategic marketing for various retail products of the Client
- Used HCL Unica (v10.2) for Data mining and strategic marketing tool & Snowflake for Data pulling, response analyzing data
- To create tables and indexes for compacting larger data into smaller tables
- Framing waterfalls of the flowcharts for better view of the data from Unica and sharing with stakeholders
- Generate distribution list, create workflows, creation Test data, A\B Testing, Test workflow end to end, deploy emails, manage calls with the project managers on time and error-free.
- Test email rendering for consistency across all email clients (Gmail, Outlook)
- Responsible for execution of all retail campaigns on channels like SMS, Email, Push notifications
- Ensure that all stakeholders are kept fully informed of relevant campaign status, issues
- Maintaining high levels of data hygiene and integrity with fast-growing, high-volume lists
- Queried databases for information needed for report processing
- Proactively track, monitor, analyze and optimize campaign performance

- Excelled in translating complex technical solutions into simple, easy-to-understand language for non-technical stakeholders, enhancing collaboration and understanding across teams.

Digi Bank Of Singapore, Mumbai
Campaign Specialist   *May 2019 - June 2022*

Tools Used*: SQL (Teradata, Microsoft SQL Server, Apache Superset), IBM Unica V9.1, IBM Unica V10.1.0, Clevertap, HTML, CSS, JavaScript, SAS*

- Worked in the Campaign operations team, involves applying statistical tools and techniques for strategic marketing for various retail products (Activation, Mutual funds, Cross sell, FD) of the Bank
- Used HCL Unica (v9.1) for Data mining and strategic marketing tool & Teradata for Data pulling, response analyzing for Debit Cards
- To create tables and indexes for compacting larger data into smaller tables
- Framing waterfalls of the flowcharts for better view of the data from Unica
- Generate distribution list, create workflows, creation of Test data, A\B Testing, test workflow end to end, deploy emails, manage meetings with the project managers on time and error-free.
- Test email rendering for consistency across all email clients (Gmail, Outlook, Mobile, etc.)
- Self - Quality check of Unica flowcharts and database before rollouts using standard SQL queries
- Responsible for execution of all Debit card campaigns on channels like SMS, Email, Push notifications, Snippets using HCL Unica and Clevertap
- Proactively track, monitor, analyze and optimize campaign performance
- Ensure that all stakeholders are kept fully informed of relevant campaign status, issues
- Maintain and ensure high levels of data hygiene and integrity with fast-growing, high-volume lists
- Guided the implementation of strategies designed to achieve planned goals.
- Managed team of 3 employees and monitored projects to ensure progress.
- Worked calmly in difficult and high-pressure situations
- Improved operations through consistent hard work and dedication
- Managed workload independently but collaborated with colleagues to complete larger scale tasks in distributed team environment
- Successfully executed Unica upgrade V9.1 to V10.1 with enhancing system capabilities and user experience, which led to a 25% increase in operational efficiency.

SNP CORPORATE SERVICES PVT Ltd, Client: HDFC, Mumbai
Business Consultant   *Dec 2016 -May 2019*

Tools Used: *SQL (Aqua data Studio), IBM Unica V7.5, Adobe Campaign V6.1, HTML, CSS, JavaScript, Jasper, Resulticks, SAS*

- Worked in Campaign operations Credit Card & Loan team, involves applying statistical tools and techniques for strategic marketing for various retail products of the Bank
- Used IBM Unica Data mining and strategic marketing tool (v7.5) & Oracle 9i for Data pulling, response analyzing for Credit Cards and Adobe campaign classic developer (v6.1.1) for Launching process
- To research, plan, and implement campaign strategies based on requirements of the market
- To create tables and indexes for compacting larger data into smaller tables
- Analyzed existing SQL queries to identify opportunities for improvements
- Developed complete business plans and operational strategies for new and existing business campaigns
- Followed standard practices for migrating changes to test and production environments
- Resolved complex business issues, proposing long-term solutions to avoid repeat problems
- Devised high-quality database solutions ranging in size and complexity, increasing productivity and improving data sharing
- Design, develop, deploy, and monitor campaigns using the Adobe Campaign Management tool.
- Created Technical Workflow, Targeting and Segmenting, Campaign execution, Performing A/B testing and Managing Offer Engine in real time to send dynamic offers to end user based on their behavior.
- Extending the Campaign Schema Database on basis of requirement.
- Configured the interface to use new recipient table and created filters to manipulate the new recipient table.
- Developed and executed successful campaigns across multiple channels, including email, direct mail, and social media, that drove business results and increased revenue
- Developed styles for the respective templates using HTML5, CSS3 and JavaScript from the scratch and made the landing page responsive for tablet and mobile view using media queries.
- Utilized Adobe Campaign developer to plan, execute, and measure campaign performance.
- Setup automated export workflows modify an input form and deploy Campaign configurations.
- Responsible for all aspects of individual campaign set up including offer set up, audience selection, testing plans, quality assurance and campaign performance measurement activities.
- Project management within a Database Marketing function, including the ability to define core project tasks and ensure critical-path tasks/dependencies are completed on time so as to ensure on-time delivery of campaign management lists to the channel execution vendors.

SKILLS

Excellent Communication
Flexible & adaptive
Time management
Collaboration
Teamwork

TOOLS

MarTech - HCL Unica, Adobe Campaign, Marketo, Database Marketing
Technical skills - SQL, HTML, CSS, SAS, JavaScript, Python
Database - MSSQL, Teradata, Oracle SQL, SQL Hive, Snowflake
Data Visualization - Google Looker Studio, Power BI
Project track - JIRA, Confluence

EDUCATION

Educational Qualification/ Degree, Major
Bachelor of Engineering Computers from Mumbai University   **2012 – 2016**

CERTIFICATIONS

- Power Bi
- Implement Adobe analytics
- Google Cloud Platform Fundamentals
- Google Looker Studio
- Snowflake – Data Warehouse
- Web Technologist
- Marketo
- Oracle Eloqua (campaign & reporting)

INTERESTS

- Data Visualization
- Playing Table tennis
- Listening to Electronic house music

LANGUAGES

English, Hindi, Marathi, Spanish(beginner)