**Lahari Pallat****i**

[Pallatilahari01@gmail.com](mailto:Pallatilahari01@gmail.com) Ph-682-730-6031

**PROFESSIONAL SUMMARY:**

* Around 6+ years of IT industry experience with expertise in the software development lifecycle, specializing in Customer Data Platforms (CDP).
* Proficient in Adobe Experience Platform (AEP) for retail clients, including designing schemas and data ingestion pipelines for batch and streaming sources.
* Successfully implemented Customer Data Platforms (CDP) across On-premises and Cloud environments, managing data for over 8 million customers.
* Skilled in utilizing RESTful APIs for Adobe and Kinesis Data Streaming services for real-time streaming of Salesforce Leads and Accounts Data (SFMC) to AEP.
* Proficient in Agile methodologies for project management, ensuring successful outcomes.
* Designed and executed data ingestion pipelines and real-time data processing workflows within RTCDP, ensuring high data accuracy and availability for marketing and analytics teams.
* Engineered custom data models and schema within RTCDP to align with business objectives, facilitating enhanced data organization and retrieval.
* Conducted in-depth analysis of customer journeys and interactions using Adobe Customer Journey Analytics (CJA), leading to actionable insights and improved customer experience strategies.
* Designed integration architectures in collaboration with vendors and internal application teams, ensuring seamless integration of CDP solutions with existing systems and applications.
* Utilized Adobe Journey Optimizer (AJO) to create and manage personalized customer journeys, increasing engagement and conversion rates through targeted messaging and automated workflows.
* Configured and deployed cross-channel marketing campaigns in AJO, leveraging real-time data and predictive analytics to deliver relevant content and offers to customers.
* Expertise in designing Snowflake schemas and proficiency across the BI tool space including Hadoop Stack and Python.
* Skilled in Personalization and Activation strategies using customer data across web, email, and campaigns, utilizing algorithmic models like Marketing Optimization techniques.
* Experienced with databases including Redshift, BigQuery, Snowflake, and SQL databases.
* Proficient in utilizing AWS services such as S3 and Glue to optimize data storage, integration, and transformation processes within the Adobe Developer environment, resulting in seamless and efficient development workflows.
* Proficient in Agile methodologies for project management, ensuring successful outcomes.

**TECHNICAL SKILLS**

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| **Digital Marketing Tools** | Adobe Analytics, Adobe Launch, Adobe Campaign, Analytics, Adobe Target, AEM |
| **Cloud Tech** | AWS (S3, EMR, Lambda, Kinesis, RDS, GLUE) |
| **Databases** | Oracle, SQL Server, Redshift, Snowflake, Postgres |
| **Development Tools** | GIT, Docker, Kubernetes, Postman |
| **Reporting** | Power BI, Tableau, QlikView |
| **Languages** | Python, SQL |

**EDUCATION**

* Master’s in information technology at Missouri State University.

**PROFESSIONAL EXPERIENCE**

**Verizon, Irving, Texas   
AEP/CDP Developer OCT 2022 – PRESENT**

**Responsibilities:**

* Implemented data governance policies and procedures within Adobe Experience Platform to uphold data quality, integrity, and regulatory compliance standards.
* Configuring and customizing AEP components such as Real-Time Customer Profile, and Experience Data Model (XDM).
* Integrated Azure Data Factory and Azure Synapse Analytics for efficient data ingestion, transformation, and orchestration within the AEP ecosystem, ensuring real-time data processing and analytics.
* Collaborated with cross-functional teams to design and implement real-time personalization strategies using RTCDP, resulting in increased customer engagement.
* Provided leadership in key architecture decisions by bringing in external perspective and industry knowledge, contributing to the strategic direction of CDP solutions.
* Managed end-to-end project lifecycles, from requirement gathering and architecture design to implementation and deployment phases.
* Spearheaded Send time Optimization initiatives to predict the optimal send time for each recipient profile for maximizing email opens or clicks.
* Configure and customize Adobe AEP components such as Real-time Customer Profile, Data Lake, and Data Governance to ensure optimal performance and scalability.
* Implemented omni-channel strategies leveraging AEP/CDP to deliver personalized customer experiences across multiple touchpoints including web, mobile, email, and social media.
* Developed custom reports and visualizations in CJA, enabling stakeholders to track and analyze key performance indicators and customer behaviors across multiple touchpoints.
* Designed and implemented ETL (Extract, Transform, Load) processes using AWS Glue to extract data from diverse sources, transform it according to business requirements, and load it into target systems.
* Configured and deployed cross-channel marketing campaigns in AJO, leveraging real-time data and predictive analytics to deliver relevant content and offers to customers.
* Collaborate with stakeholders including business analysts, data scientists, and marketing teams to understand business requirements and translate them into technical solutions.
* Developed and maintained dashboards to monitor key performance indicators (KPIs) as required, ensuring insights into campaign effectiveness and performance.
* Conducted A/B testing and managed Offer Engine in real-time to dynamically tailor offers to end users based on their behavior and preferences.
* Integrated Azure Data Factory and Azure Synapse Analytics for efficient data ingestion, transformation, and orchestration within the AEP ecosystem, ensuring real-time data processing and analytics.
* Developed and optimized Real-Time CDP in Adobe Experience Platform to unify customer data from multiple sources, enabling personalized experiences and actionable insights across marketing channels.
* Implemented a robust process to migrate historical data to AWS Redshift, optimizing data storage and accessibility for campaign analytics and reporting.
* Acted as a bridge between onshore managers and offshore development teams, ensuring clear communication and successful implementation of projects.

Environments: Adobe Experience, Omni channel strategy, Adobe AEP components, XDM A/B testing, ETL, AWS.

Cognizant, India

AEP/CDP engineer AUG2021 – July 2022

**Responsibilities:**

* Implemented Adobe AEP to consolidate disparate online and offline data sources, facilitating a unified view of the customer across all touchpoints.
* Implemented and optimized real-time data collection and integration using Adobe Real-Time Customer Data Platform (RTCDP), enhancing customer segmentation and targeting capabilities.
* Established robust protocols for sharing audiences to social destinations within the Adobe Experience Platform, ensuring adherence to data governance guidelines and regulatory requirements.
* Worked closely with product and marketing teams to gather requirements, align on architecture and design decisions, and ensure solutions met business objectives.
* Implementing Adobe Experience Platform (AEP) solutions to drive personalized customer experiences across channels.
* Monitored and optimized journey performance in AJO using A/B testing and analytics, ensuring continuous improvement of customer engagement metrics.
* Collaborated with Adobe consulting teams to drive the implementation of solutions and proof of concepts (POCs), leveraging Adobe Experience Platform (AEP) capabilities.
* Conducted thorough data analysis, ensuring data quality, and performing ad-hoc counts through SQL queries, facilitating informed decision-making and system improvements via gap analysis.
* Created XML transformations to parse data into tables as per analysis requirements, ensuring efficient data processing and utilization.
* Developed XSD and generated XML transformations based on business analyst specifications, facilitating seamless data integration and transformation.
* Educated and trained other marketing team members on the usage and capabilities of Adobe Campaign, fostering a collaborative and knowledgeable marketing environment.
* Implemented Azure DevOps pipelines for automating builds, testing, and deployment in AEP environments, streamlining development workflows and improving delivery speed.
* Integrated CJA insights with other marketing tools and platforms to create cohesive, data-driven marketing strategies.
* Led offshore development teams, providing guidance and direction to drive efficient implementation and delivery of CDP solutions.
* Implemented Microservices using Python hosted on AWS, enhancing scalability, flexibility, and performance of marketing applications and systems.

**Environments:** Adobe AEP**,** Adobe Campaign, Adobe Target, XSD, Python, Aws, SQL.

Yes Bank, India

Data Engineer May2018 – July2021

**Responsibilities:**

* Design and develop solutions using Adobe Experience Platform (AEP) to meet clients' requirements for a unified view of the customer.
* Implement data ingestion pipelines to ingest, cleanse, transform, and enrich data from various online and offline sources into Adobe AEP.
* Demonstrated expertise in creating and designing various data pipelines, encompassing comprehensive ETL and ELT processes for AWS data intake and transformation.
* Utilized Python to efficiently process and load both bound and unbound data from Google Pub/Subtopic into BigQuery, ensuring smooth and scalable data ingestion.
* Proficiently managed codebase using Git for version control, fostering collaborative code management, and ensuring code integrity throughout the development lifecycle.
* Contributed to the setup of CI/CD pipelines using Jenkins, automating build, test, and deployment processes to streamline development workflows and enhance productivity. Collaborated with peers and mentors to improve code quality, refine version control practices, and optimize CI/CD workflows.
* Acquired proficiency in Amazon Web Services (AWS), gaining exposure to cloud services such as EC2 and S3, and leveraging them for various data processing and storage tasks.

**Environments:** Adobe AEP, ELT, Git, Maven, Jenkins, AWS, EC2, S3, Docker, CI/CD, Python.