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Amit Shah ⭐ Featured

Amit Shah

A competent professional with over 16+ years of quality experience in, project management, online marketing, email marketing, client servicing, leading teams and web development.

Current Designation: Senior Technical Consultant

Current Company: Teradata

Current Location: Pune

Pref. Location: Bengaluru / Bangalore,Pune,Chennai

Functional Area: IT Software - Application Programming / Maintenance

Role: Tech Support Engnr

Industry: IT-Software/Software Services

Marital Status: Married

Key Skills: Teradata,Cim,Business Analytics,Email Marketing,Lead Generation,CRM,Predictive Analytics,Teradata SQL

Verified : 📞 Phone Number

Total Experience: 16 Year(s) 0 Month(s)

Notice Period: 2 Months

Highest Degree: PG Diploma [Post graduate Program in Business Analytics and Business Intelligence]

Last Active: 22-Jan-21   Last Modified: 22-Jan-21

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Summary

A competent professional with over 16+ years of quality experience in, project management, online marketing, email marketing, client servicing, leading teams and web development. Working as a Senior Technical Consultant for a CRM project in a Leading International Banking Firm using Teradata CIM formerly known as Aprimo. Experienced as Project Manager for planning strategic digital campaign for lead generation, analyzing performance and analyzing the customer information, target or "segment" very specific groups of customers, trigger customer "events," and choreograph single step/multi step and multi-channel communication plans based on the needs of those consumers and the business as a whole. Piloted execution and support at operational, tactical and strategic levels in India as well in Europe. Experienced in developing Email Newsletters, landing pages and segmenting client data using the HTML, CSS, JavaScript and in-house code.

Work Experience

○ **Teradata** as Senior Technical Consultant
Jul 2013 to Till Date

A competent professional with over 16+ years of quality experience in, project management, online marketing, email marketing, client servicing, leading teams and web development. Working as a Senior Technical Consultant for a CRM project in a Leading International Banking Firm using Teradata CIM formerly known as Aprimo.Experienced as Project Manager for planning strategic digital campaign for lead generation, analyzing performance and analyzing the customer information, target or "segment" very specific groups of customers, trigger customer "events," and choreograph single step/multi step and multi-channel communication plans based on the needs of those consumers and the business as a whole. Piloted execution and support at operational, tactical and strategic levels in India as well in Europe. Experienced in developing Email Newsletters, landing pages and segmenting client data using the HTML, CSS, JavaScript and in-house code. Started career as Web Designer in Theorem India Pvt. Ltd and steered various IT projects along with client management. Knowledge of developing Stored procedures, various ETLs based on different business problems using Microsoft SSIS and Teradata. Expertise in Business Analytics using R Studio, Adv. MS Excel and data visualization using Tableau. Knowledge of Planning strategic digital campaign, analyzing previous performance and setting up the entire project from start to end. Certified PRINCE2 Agile® Practitioner, Teradata 14 Certified Professional, Teradata 14 Certified Technical Specialist. Well versed with the concepts of Lead generation, Digital Marketing, Web Designing, Operation and Business Management

○ **Theorem (India) Pvt. Ltd** as Senior Team Leader
Mar 2004 to Jun 2013

Led various web application IT projects and optimized the Business Development with US and EMEA clients. Onboarding new client/customers to Theorem. Managed and facilitated the client with enhanced support towards building long term relationship with the client. Conduct monthly and annual reviews for the team and handled daily hurdle. Engaged in creating the project related documents, Sows, GUI briefs, Project Plans, POC, Test Cases and presented to stakeholders at client end. Handled various projects based on HTML, JavaScript and CSS using different email marketing and campaigning tool. Led internal communication within the team regarding the project planning, resource allocation and documentation. Touch base with the client on a monthly basis to understand areas of improvement and check the health of the account.

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Education

UG: **B.Com (Commerce)** from **Veer Bahadur Singh Purvanchal University (VBSPU)** in **2001**

PG: **PG Diploma (Post graduate Program in Business Analytics and Business Intelligence)** from **Great Lakes Institute of Management (GLIM)** in **2020**

Other Qualifications/Certifications/Programs:
PRINCE2 Agile® Practitioner
Teradata 14 Certified Professional
Teradata 14 Certified Technical Specialist
O Level

IT Skills

Skill Name	Version	Last Used	Experience
Teradata	15	2020	4 Year(s)
HTML	5	2020	8 Year(s)
CSS	3	2020	8 Year(s)
R		2020	1 Year(s)
TABLEAU		2020	1 Year(s)

Languages Known

Language	Proficiency	Read	Write	Speak
English	Proficient	✔	✔	✔
Hindi	Proficient	✔	✔	✔
Gujrati	Proficient	✔		✔
Marathi	Proficient	✔		✔

Projects

- Project Title: CRM Project for a leading International Bank
Client: HSBC Software Development (India) Pvt. Ltd
Nature of Employment: **Full Time**   Duration: **Mar 2017 - Till Date**
Project Location: **Pune**   Onsite / Offsite: **Onsite**
        Team Size: **7**
Skill Used: Teradata, Teradata SQL, Unix, R, Advanced Excel
Project Details: Planning strategic digital campaign, analyzing previous performance and setting up the entire project from start to end. Working with Design team, ETL team, Data provider, analytics team.Responsible of End-to-End Campaign Management process for Business User campaigns in CIM application up to data validation, loading & data transmission to various channels. Handling 7 countries market with 4 different (Prod, UAT, SIT, Dev) Environments with 24X7 Supporting timelines. Execute the project as planned and track the project status.Planning project schedule, milestones, cost, resources and project scope.CIM/ARM Application defect/Issue resolution. Providing technical/business solutions to business users.Being a technical point of contact to customer and internal project team.Involved in UIT, SIT testing and creation of test cases. Responsible in segmenting client data using the in-house code, create extended data source and program the email template.Creating the project related documents, S

- Project Title: Senior Team Lead- IT & Project Management
Client: Theorem India
Nature of Employment: **Full Time**   Duration: **Mar 2004 - Jun 2013**
Project Location: **Mysore**   Onsite / Offsite: **Offsite**
Role: **Project Leader**   Team Size: **30**
Skill Used: HTML, CSS, JavaScript, MS T-SQL and MS SSIS
Role Description: Led various web application IT projects and optimized the Business Development with US and EMEA clients. Onboarding new client/customers to Theorem. Managed and facilitated the client with enhanced support towards building long term relationship
Project Details: ExactTarget allows customers to automatically generate personalized emails to website visitors who abandon an online transaction before completing it. The companys ExactTarget Embedded product provides an API for developers to integrate features such as dynamic content, relational data support, and
support for new messaging technologies such as SMS and voice into their applications. ExactTarget provides built-in integration with customer relationship management (CRM) systems. The softwares Social Forward feature embeds social sharing functionality into marketing emails, allowing the email recipient to forward the email's content to Twitter, Face book, LinkedIn or other social networking or bookmarking site, or forward the
email to a friend. In addition to traditional methods of subscribing to email lists, ExactTarget software allows users to subscribe through text messages.

Affirmative Action   # Work Authorization

Category: General   Job Type: Permanent

Physically Challenged: **No**   Employment Status: **Full time**

Physically Challenged: **No**   Employment Status: **Full time**