# **Biplabi Kumar Sangramsingh**

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**ABOUT ME: -**

Results-oriented Software Engineer with strong expertise in data analysis and marketing analytics. Skilled in resolving complex data issues and designing impactful campaigns using IBM Unica. Experienced in SEO, digital marketing, and content strategy. Proficient in C++, Java, Python, and PL/SQL, backed by a Computer Science degree and industry certifications. Passionate about using data and technology to drive innovation in dynamic environments.

# WORK EXPERIENCE

**Accenture,** *Packaged App Development Associate* 04/2023 – Present

* Resolved client database issues using tools like IICS, Snowflake, and PL/SQL to ensure peak system performance. Enhanced and developed application interfaces and designs to optimize functionality and deliver superior user experience.
* Configured, tested, and deployed software solutions, including SaaS products, to align with business requirements and objectives.
* Designed, developed, and tested new components and application enhancements to meet evolving business needs. •
* Utilized declarative features to streamline system functionality, driving increased operational efficiency.
* Provided key support for application releases, ensuring seamless production deployments and minimizing disruptions through careful planning and execution.

**WNS Global,** *Sr. Associate - Analytics* 07/2022 – 03/2023

* Conducted in-depth pre-campaign analysis using statistical tools to support loyalty management and market• research initiatives across retail, financial, and FMCG sectors.
* Designed and developed targeted campaigns using IBM Unica Campaign Management, automating key functions to• drive operational efficiency.
* Delivered precise and standardized data reports in alignment with business partner needs, leveraging SQL and• Unica tools.
* Developed customer segmentation strategies based on demographics, purchasing behavior, and product preferences, guiding campaign decisions for stakeholders.
* Performed detailed post-campaign analysis, generating Redemption Reports and evaluating Back-End Bonuses (BEB) to provide actionable insights on campaign effectiveness.
* Collaborated with onshore teams to ensure the accurate execution of targeting briefs and alignment of campaigns• with overall business objectives.

**HIGHRADIUS,** *Product Marketing Intern* 06/2021 – 06/2022

* Optimized copy and landing pages to boost search engine visibility using advanced SEO techniques. •
* Conducted keyword analysis and implemented content strategies to achieve organic SEO success, while managing Google Ads campaigns.
* Developed, reviewed, edited, and updated diverse content across company websites, blogs, marketing materials, and digital platforms.
* Conducted in-depth research and interviews to analyze industry trends, transforming findings into relevant and• engaging written content.
* Collaborated with clients to design tailored proposals, infographics, banner designs, and presentations, incorporating feedback for continuous improvement.
* Created impactful client-facing visual aids such as battle cards and presentations to support marketing goals and• drive business success.

**Education**

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| --- | --- |
| **Giet University Gunupur,** *B. Tech in Computer Science* 8.65 Cgpa in Academics. | 2018-22 |
| **R.P. +2 Science Residential College,** *+2 Science* | 2016-18 |

75% in PCM

**LANGUAGES**

English

Hindi

Odia

**SKILLS**

Informatica Intelligent Cloud Services

SQL (PLSQL)

Search Engine Optimization

Java

Snowflake

Digital Marketing

C++

Python

**INTERESTS**

Sports, Travel, Book reading, Dance, Storytelling, Social work, Content Writing, Cricket Analytics,

Digital Marketing

**STRENGTH**

Self-confident and ready to take challenges with scrupulous ideas. I have a strong ability to listen attentively and observe keenly, which helps me to better understand and empathize with those around me. Quick learner and dedicated to professionalism with an ability to work effectively under pressure.

**DECLARATION**

I, Biplabi Kumar Sangramsingh, do hereby declare that the above furnished details are true to the best of my knowledge and belief