



Abhishek Anand

Campaign Developer

abhishekanand97090@gmail.com

8951173883

Jamshedpur, India

anand97090.github.io/abhi.github.io/

linkedin.com/in/abhishek-anand-304485109

To use my knowledge in any organization with ability to learn and translate that learning into action rapidly, which dynamically improves my knowledge, upgrade my skills and is the ultimate growth of the organization.

WORK EXPERIENCE

Campaign Associate Indegene

06/2020 - Present

Bangalore

Salesforce Marketing Cloud

- Worked in enhancement for SFMC platform in Pharma domain with deep understanding of administration work, automation studio, Email Studio platform functionalities, campaign design and possess good skills in best practices of Email Marketing. Apart from enhancement, I have given support in terms of functionality and technicality.
- Experience of working in the complete End to End Email Marketing process involving Email development, testing, Subscriber Segmentation, Sender Profile, RMM creation and Deployment.
- Worked on cloud pages in SFMC to take the user input (survey page). and Creating data extension and Importing data from csv file to database.
- Using the AMPscript, capturing the survey response from the cloud page and inserting it in data extension with the use of Retention policy on Individual subscriber.
- Optimization of Journey by making best use of the all the activity in the Journey Builder such as Exclusion Script and Update Data activity to make the flow much more effective.
- Worked on Contact Builder to create Data Design for the various Data Extension.
- Worked on automation studio for performing actions such as import, extract, and SQL query activities
- Worked On Web Studio to create the Opt-out page/Smart Capture Form, and HTML form to capture Customer Response.

Campaign Developer Cognizant Technology Solutions

08/2018 - 05/2020

Kolkata

Adobe Campaign Classic

- 1) Worked as a Campaign developer in Cognizant, where I have been given training on Adobe Campaign Classic. Now working in development on Adobe Platform in Banking & Finance project to create and update various Campaign, Delivery using SOAP call.
- 2) End to end implementation experience of campaign execution and delivery on Adobe Campaign Classic Platform in domain like Banking & Finance.
- 3) Worked on the Relational Database and Schema Designing, Input Forms for the creation of the new campaigns for the Client.
- 4) End to End email marketing campaign implementation and execution.
- 5) Creation & Designing of templates & content personalization to be used in the campaigns.
- 6) Worked on migrating the contents to other environment & performing the various test cases for the new environment.

SKILLS

MySQL SSJS HTML CSS

SFMC AMPscript

Email studio Contact Builder

Journey Builder

Adobe Campaign Classic

Automation Studio Web studio

EDUCATION

BNM Institute of technology, Bangalore
(06/2014 - 07/2018)

- B.E EEE - 64.8%

St. Mary's English High School,
Jamshedpur (05/2012 - 03/2014)

- Intermediate - 78.6%

St. Mary's English High School,
Jamshedpur (03/2011 - 03/2012)

- Secondary School Examination - 7.6 gpa

ACHIEVEMENTS

Salesforce Marketing Cloud Email
Specialist (01/2022 - Present)

Adobe Campaign Classic Developer
(09/2019 - Present)

Adobe Campaign Classic Architect
(09/2020 - Present)

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

INTERESTS

Cooking Socializing with people

Outdoor Sports