



# Abhishek Anand

Adobe Campaign Developer

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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

### Adobe Campaign Developer Machtig Solutions Pvt Ltd

01/2017 – Present

#### Achievements/Tasks

- 1) Currently working as a Campaign developer in Machtig, 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) Designing of technical workflow for getting the exact data for the campaign.
- 6) Creation & Designing of templates & content personalization to be used in the campaigns.
- 7) Worked in the Message Center Module of the ACM where realtime triggering of the mails were mapped by enumerations with the eventType.
- 8) Worked on migrating the contents to other environment & performing the various test cases for the new environment.
- 9) I also have an extensive hands-on experience on different Adobe Campaign modules like Input form, WebApp, Navigation Hierarchy.

## SKILLS

Adobe Campaign Classic

MySQL

JS

CoreJava

HTML

CSS

## PERSONAL PROJECTS

### AC to DC Converter (12/2015 – 04/2016)

- Designed a converted which convert and produce the output voltage 4 times that of the provided input voltage by using the MATLAB programming language and the circuit elements.
- Technologies used were: MatLab.

### Bus Ticketing System (08/2016 – 09/2016)

- The project was implemented for an online ticketing system.
- Validations and tracking on count was being kept at the back to manage the seat which we booked or cancelled.
- Technologies used were: CoreJava, MySQL.

## ACHIEVEMENTS

Adobe Campaign Classic Developer  
(09/2019 – Present)

Certified eMarketing Associate (HubSpot Academy)  
(11/2019 – Present)

HubSpot Academy Inbound Marketing  
(03/2020 – Present)

## EDUCATION

### B.E EEE

BNM Institute of technology, Bangalore

06/2012 – 07/2016

64.8%

### Intermediate

St. Mary's English High School, Jamshedpur

05/2010 – 03/2012

78.6%

### Secondary School Examination

St. Mary's English High School, Jamshedpur

03/2009 – 03/2010

7.6 gpa

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

## INTERESTS

Cooking

Socializing with people

Outdoor Sports