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
Cognizant Technology Solutions
08/2018 – Present

Achievements/Tasks

- 1)Currently working 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)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 a extensive hands-on experience on different Adobe Campaign modules like Input form,WebApp,Navigation Hierarchy.

EDUCATION

B.E EEE
BNM Institute of technology, Bangalore
07/2014 – 05/2018   *64.8%*

Intermediate
St. Mary's English High School, Jamshedpur
05/2012 – 03/2014   *78.6%*

Secondary School Examination
St. Mary's English High School, Jamshedpur
03/2011 – 03/2012   *7.6 gpa*

SKILLS

Adobe Campaign Classic | MySQL | JS | CoreJava | HTML | CSS

PERSONAL PROJECTS

AC to DC Converter (12/2016 – 04/2017)
- Designed a converted which convert and produce the output voltage 4 times that of the provided input voltage by using the MATLAB progamming language and the circuit elements.
- Technologies used were: MatLab.

Bus Ticketing System (08/2018 – 09/2018)
- The project was implemented for an online tickting 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)

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

INTERESTS

Cooking | Socializing with people | Outdoor Sports