



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 - 09 / 2020

Kolkata

Adobe Campaign Classic

- 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)Designing of technical workflow for getting the extract 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.

Marketing Automation Associate Indegene

06/2020 - 09 / 2020

Bangalore

Adobe Campaign/SFMC/Silverpop

- Working on mutiple tools such as Adobe Campaign classic ,SFMC , Acoustic Silverpop.
- Worked on cloud pages to take the user input(survey page).
- Creating the email using the html file and configuring it and inserting the link of cloud survey page in the mail.
- Using the AMPscript , capturing the survey response from the cloud page and inserting it in data extension.
- Creating data extension andImporting data from csv file to database.
- Deploying email using test and production recipients and creating reports by quering out data from the data view.

SKILLS

Adobe Campaign Classic

MySQL

JS

CoreJava

HTML

CSS

SFMC

Acoustic Silverpop

AMPscript

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

Adobe Campaign Classic Developer
(09/2019 - 12/2021)

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

HubSpot Academy Inbound Marketing
(03/2020 - 05/2022)

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

INTERESTS

Cooking

Socializing with people

Outdoor Sports