Deboleena Kundu

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427/126, Diamond Tower, Bangrak, Bangkok, Thailand 10500

# SUMMARY

Over 8 years’ experience in developing and leading application development initiatives in multicultural environments for global clients. Well experienced on responsive design, email marketing (Marketo and Yesmail), Content Management System (CMS) such as Umbraco, collaboration platform like SharePoint and business analytics using Tableau.

# HIGHLIGHTS

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| --- | --- |
| * Requirement gathering and analysis * Prepare FSD and supporting documents for project * Prepare test cases with QA team, testing * Prepare UAT test cases and conduct UAT with business users | * Prepare user manual and provide user training * Extensive knowledge about Agile Scrum * Comfortable to work in multi-cultural environment * Project management skills |

# EXPERIENCE

Kimberly Clark Thailand Limited Bangkok, Thailand

Role: System Analyst Sep’ 12 – Jan ‘16

**Project:** Response Latency – Marketing research automation for North America

**Responsibilities:**

* Responsible for overall delivery of this new project for Global Marketing Research & Analytics, North America.
* Business requirement gathering and analysis and translate then into functional/ technical requirements.
* Prepare comprehensive FSD with mockup screens, workflows.
* Explain/ clarify the business requirement to the developers, troubleshoot technical issues, provide technical guidance and motivate developers from time to time.
* Implement analytic reports for GMRA using tableau and collaborated with Tableau development team.
* Prepare test cases along with the QA team and perform functional testing.
* Prepare UAT test cases, conduct UAT with business stakeholders and provide client support during UAT.
* Prepare training material and help business with content update in the system.
* Manage resources and ensure all deliverables meet agreed timeline.
* Ensure successful go live of the application as per planned date and provide post-go live support.

**Project:** Email - marketing using marketing automation tools like Yesmail and Marketo

**Responsibilities**:

* Understand and stabilize the current email marketing process.
* Determine email marketing and designing best practices and share with marketing managers and agencies for better email content and graphics.
* Requirement gathering and discussion with brand managers for each email campaign across the globe.
* Design CRM campaigns that blast out automatically on meeting business logic to segmented audience from database.
* Create high quality responsive HTML emails and deploy in Yesmail and Marketo system. Create surveys in external tools like surveymonkey and incorporate them in emails as per business request.
* Determine email test cases with QA team and fix email compatibility issued on desktop, tablet and various mobile devices.
* Do customer segmentations and ensure emails are send only to targeted audiences for a particular country and brand.
* Build dashboard for displaying analytical email performance metrics like bounce, click, sent and delivery rate and forecast appropriate time to blast out emails for best click through rates.
* Collaborate with Yesmail team in SG to determine the data import process from Yesmail server into KC database. Build and deploy ETL packages for data import into KC servers.
* Analysis of the heat maps and reports for the email deployments and implemented A/B testing for emails to determine which email was more likely to click with the customers’ sentiment.

**Project**: KC brand websites – Pull-ups, Scott, Drynites, KC-Careers, KC in-house SharePoint sites.

**Responsibilities**:

* Attend project meeting with the project partners to determine upcoming tasks and existing issues.
* Track and prioritize issues/enhancements for brand websites for North America.
* Analyze enhancement requests and get detailed requirement from client. Prepare change requests and get business approval.
* Initiate go live of all enhancement activities.
* Ensure that the sites are always up and escalate outages if any so as to ensure site availability at the shortest turnaround time.
* Collaborate with all teams involved.

IBM INdia Pvt limited India

Role: Senior Systems Engineer May’ 09 – Sep’ 12

**Client:** Pfizer Inc.

**Responsibilities**:

* Requirement gathering and analysis and project meeting with team lead.
* SharePoint implementation for multichannel marketing website for North America and LAO.
* Documenting different phases of the project as per project guidelines and prepare project deliverables.
* Acquired Subject Matter Expert on 2 PAH US SharePoint web application.
* Support SharePoint application for Pfizer CLAR (Canada and Latin America) region which is a multilingual SharePoint site.
* Incident management and resolution, enhancement, process documentation activities.
* Resource management and project planning activities and regular client interactions.

Web Development Company India

Role: SharePoint Developer (Outsources to IBM India Private Limited) July 08 – Apr ‘09

**Client**: Johnson & Johnson Inc.

**Responsibilities**:

* Develop a SharePoint application for "Demand and Resource Fulfillment Process" for J&J.
* Designing and coding the application and developed custom web parts that were used in the application.

**ICRA ONLINE LIMITED** India

Role: Associate Technical Analyst Sep’ 07 – June 08

**Client**: ICRA Online Limited

**Responsibilities**:

* Develop/ support .net web and windows applications and prepare project documents

# ACADEMIC & PROFESSIONAL CERTIFICATIONS

* Professional Scrum Master-1 from scrum.org in May 2016
* Microsoft Office SharePoint Server 2007, Configuration from Microsoft in 2010
* Microsoft Office SharePoint Server 2007, Application Development from Microsoft in 2010
* Microsoft .NET Framework – Application Development from Microsoft in 2008
* Master in Computer Application from ICFAI school of Information Technology, 2006
* Bachelor in Computer Application from Birla Institute of Technology, Mesra, 2002

# TECHNICAL SKILLS

HTML5, CSS3, JavaScript, C#, Asp.net, Visual Studio, jQuery,LINQ, Ajax, JSON, bootstrap framework, foundation framework, SharePoint Server 2007/2013, SharePoint Designer 2007/2013, MS-InfoPath 2007/2013, TFS, SQL, SSIS, SSRS, Marketo, Yesmail, JIRA, MS office, Tableau

# PERSONAL INFORMATION

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| --- | --- |
| Date of Birth | 5th November 1980 |
| Nationality | Indian |
| Languages | English |
| Current Location | Bangkok, Thailand |
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