

SATYAM KUMAR

Technical Consultant

PERSONAL INFO

-  Greater Bangalore, India
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TOP SKILLS

- Digital Marketing
- Campaign Management
- Technical Consulting
- Campaign Reporting and Analysis

TOOLS

- ADOBE Campaign (Expert)
- IBM Campaign (Intermediate)
- Power BI, Tableau (Intermediate)
- Advanced Excel, Macros (Expert)
- Postman, SOAP UI
- Visual Studio Code

TECH SKILLS

- SQL
- JavaScript
- MERN Stack (Intermediate)
- REST and SOAP APIs
- HTML (Email and Web Pages)
- CSS, SCSS
- JSON, XML

ABOUT ME

A Seasoned MarTech Consultant and Campaign Automation Expert with 8 years of Industry Experience, helping customers build and manage marketing platforms on highly complex datasets to ensure a smooth day to day campaign operations.

EXPERIENCE

ADOBE, Bangalore, India

September 2019 to Present

Technical Consultant

(Contractor from PwC Services LLP, India)

- Implementing Adobe Campaign Classic solutions for multiple clients across locations.
- Responsible for providing End to End Platform Development solutions.
- Worked with Retail, Aviation, Telecom and Healthcare clients.
- Directly handling Project Discovery, Design, Documentations and Requirement approvals.
- **Platform Development Design and implementation:** Access Management, Data Schemas, Input Forms, Nav hierarchies, Enums, FDA connection, ETL (Import/Export workflows), Typologies, Workflow and Delivery Templates, File Encryption and Decryption.
- **Campaign Workflows:** Creating complex Campaigns, Personalized deliveries.
- **Integrations:** AEM integration, IMS (SSO with any identity provider) integration, Magento integration, Third party Integrations based on SOAP/REST APIs, File transfer based integrations (FTP/SFTP/Azure/ AWS)
- Custom Reports based on ACC or helping customers build third-party reports.
- Providing Desk-side coaching to clients on the platform, Hand-over sessions, and documenting Runbook.
- Adobe campaign best practices for better performance.

EPSILON, India

August 2016 to August 2019

Senior Business Systems Analyst

- Handling Adobe Campaign Classic solutions for multiple clients across locations.
- Worked as a **Team Lead** with a team of 5 members.

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CERTIFICATIONS

- **ADOBE Campaign Classic**
Developer Certified
- **ADOBE Campaign Classic**
Business Practitioner Certified
- **ADOBE Campaign Standard**
Developer Certified

EDUCATION

Bachelor's in Technology

Information Technology (CGPA: 8.2)

DR MGR Educational and Research
Institute, Chennai

08/2008 – 06/2012

Senior Secondary

Science Major (Percentage: 62%)

Jharkhand Academic Council, Ranchi

04/2005 – 05/2007

HOBBIES

I **like** keeping myself Fit, Energized
and Motivated.

I **enjoy** wandering places and making
friends.

I **learn** new technologies and keep
upgrading myself.

EXPERIENCE

- Worked one of the largest Healthcare Client of USA and helped with migrating the Marketing platform from Legacy to Adobe Campaign Classic.
- Hands-on experience on **ADOBE Campaigns Platform Build and Campaign Development**.
- **Campaign Building Activities** – Campaign workflows | Deliveries and Campaign template creation | Message Center | Survey | Scheduling | Deployment and monitoring.
- **Campaign Monitoring** - Email Deliverability | Adobe Server/workflow status | ETL status.
- **Automations** – QA workflow alerts | Data trend dashboard (VBA) | Batch email deployment | Automated Meta-data upload
- **Other BAU tasks**: Building Campaigns, Meta-data, Delivery Templates in ADOBE Campaign.
- Applying Adobe campaign best practices for better performance.

WNS Global Services Pvt Ltd Senior Associate

July 2013 to August 2016

- Worked for **Sainsbury's**, one of the Largest U.K. based retail supermarket chain on **Customer Loyalty Card program**
- Customer Targeting & Segmentation based on transactional, demographic, and sociographic patterns.
- Target the customers as per their specific needs through Mobile, Web, Printed coupons, Email and Direct Mail channels using **UNICA Campaign** (IBM Campaign).
- Providing insights to the Planners to design campaign strategy
- **Post Campaign Analysis**: Evaluating coupon Redemption Rate, Sales Uplift (Test-Control analysis) , Participation Rate, Sales Cost Ratio, Basket Penetration.
- **Process Automations**: Writing standard SQL queries, UNICA Campaigns, VBA Macro and Shell Scripting for campaign execution, customer data integration, reports and ad-hoc business requirements.
- Involved in knowledge sharing sessions, project training, transition, and documentations.