

## EDUCATION

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**Master of Science in Business Analytics**

Champaign, Illinois

University of Illinois Urbana-Champaign, Gies College of Business

**Post Graduate Diploma in Data Science**

Bengaluru, India

International Institute of Information Technology

**Bachelor of Technology in Electronics and Communication Engineering**

Vellore, India

Vellore Institute of Technology

## TECHNICAL SKILLS

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- Programming languages – Python, Java, C
- Web Technologies – HTML, CSS, JavaScript, jQuery, Bootstrap
- Adobe Experience Cloud Technologies – Adobe Target, Adobe Launch, Adobe Analytics, Adobe Experience Manager
- Tools – Selenium, Postman, Visual Studio Code, GitHub, MATLAB, Android Studio, MS Office Tools, Arduino

## PROFESSIONAL EXPERIENCE

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**Developer**

Sep'22 – Present

**iSoftStone Inc**

Bengaluru, IN

- Developed cross-platform compatible, responsive, optimized user experiences and reusable templates delivered through Adobe experience cloud solutions integrations.
- Expertise in front-end design and JavaScript libraries while working effectively with cross-functional teams to develop features and following software development process including writing unit tests, validations, perform code reviews etc.

**Technical Consultant – Adobe Target Developer**

Nov'18 – July'22

**Adobe Systems India Pvt Limited**

Bengaluru, IN

- Engaged with Fortune 500 companies across the globe over 25+ countries (NA, EMEA, and APAC regions) to implement Adobe Target and developed campaign offers, key metrics configurations leading to site optimization and personalization.
- Developed A/B Tests, Experience Targeting activities, Recommendations use cases for customers from across Business Verticals (Banking/Financial firms/eCommerce/Retail companies/ Energy/Water Sector) and 40+ projects rendered millions of customized experiences to the end users leading to a significant lift in conversions at 99.99% confidence.
- Experience in Adobe Target implementation and validation with Launch/Tag managers and UI offers development on Non-SPA/SPA Websites, Mobile Applications for 30+ clients. Collaborated with cross-solution team to implement Adobe Technologies and third-party configurations simultaneously along with custom integrations.
- Implemented Page Redesigns, EMI Calculators, Eligibility Guidance, Card Finder, Navigation Menu, Accordion components, Promotional offer use cases leading to 34% increase in applications and up to 60% lift in conversions.
- Driven projects from inception to production deployment with a strong focus on performance and robustness.
- Conceptualized and incorporated recommendations and personalization test cases leading to over 1M+ USD growth in revenue.

**Awards and Recognition at Adobe**

- Sales Achievement Award | For performance in FY20 | April 2021
- Spot Award | For performance in FY19 | April 2020
- First Place | JAPAC Innovation Challenge | Team Recognition | April 2021
- Consultant of the Quarter | SaaS Team | October 2021 – Recognition for the consistent high performance and key role in the value realization

## Certifications at Adobe

- Adobe Certified Master | Adobe Target Architect | Adobe | 2022
- Adobe Professional | Adobe Analytics Developer | Adobe | 2021
- Adobe Professional | Adobe Experience Manager Developer/Operations | Adobe | 2019

## Business Technology Analyst – Java Developer

Jun'18 - Oct'18

### Deloitte USI India Pvt Ltd

Hyderabad, IN

- Developed and maintained the client website and their internal ecosystem with high customer satisfaction
- Trained in Java and Web development technologies

## INTERSHIPS / INDUSTRIAL TRAININGS

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### Amazon Development center Pvt Ltd - Android App Development

May'17 - Jul'17 | Chennai, IN

- Developed Android App for Amazon's FireTv that allows the user to watch the video and simultaneously display video content based on the social media feed from Twitter.
- Certification – Amazon Campus Mentorship Series Android App | 2017

### Microsoft GD Hyderabad

2016 | Vellore, IN

- Trained in Web development and Introduction to Microsoft Technologies.
  - Certificate of Merit – Campus Connect Program | Web Development & Microsoft Technologies | 2016
- Vellore, IN

## EXTRACURRICULAR ACTIVITIES

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- Star Panache | Classical Performance in Panache 2019 | Adobe Talent Hunt | Nov'19
- Toastmaster of the month | Adobe Bangalore Toastmasters | Aug'19
- Manager at Sales Team, Organizing Committee Riviera 2018 | VIT, Vellore
- Technical and Cultural Lead at Telugu Literary Association | 2015 - 2018 | VIT, Vellore

## COMMUNITY SERVICE

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- Volunteered for Bhumi NGO events and Adobe Corporate Social Responsibility activities | Adobe, Bangalore | 2019 - Present
- Technical Designer for Rotaract Club | 2014 - 2016 | VIT, Vellore

Please find comprehensive list of my certifications on my LinkedIn profile, [here](#)