Dillip Kumar Pattanaik

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Objective

- ✓ To Excel in my Profession and Contribution towards the growth of the Organization in which I will be serving through high morality and indispensable honesty. The Contribution of my skills would be helpful in Challenging Modern Era.

Work Experience

Pairee Infotech, Bengaluru   **04-Oct-2021 to Present**

- ✓ Working for Oracle Inc, as a Campaign Specialist
- ✓ Responsible for doing End to end Tech QA for Email Campaigns and campaign Build.
- ✓ Verifying Email Content, Design and Function, Personalization, accessibility, Contact list, AMP email, Deliverability.
- ✓ Manage end-to-end campaign execution, including audience segmentation, content creation, scheduling, and tracking campaign performance.
- ✓ Oversees day-to-day marketing activities including scheduling and managing campaign calendars to successfully launch campaigns using Oracle Responsys/Eloqua.
- ✓ Build and verifying filter, segments, PET, supplemental table, Segmentation and complete Dashboard check.
- ✓ Proofread emails for clarity, grammar, and spelling check.
- ✓ Performing compatibility testing in different mobile devices (iPhone, android) and iPad, Desktop (IE, Firefox, Chrome, AOL). And ensure mobile friendly email templates.
- ✓ Compile, track, and analyse email campaign metrics.
- ✓ Assure marketing campaign deployment and doing Peer Review.
- ✓ Knowledge in Oracle CX Unity a Customer Data Platform(CDP) tool which combine customer data from different sources.

Mediassist, Hyderabad   **09-Dec-2019 to 03-Fab-2021**

- ✓ Collect, verify, and analysed customer information, such as identification documents, financial statements, and transactional records. Review the KYC process, regulations, and conduct compliance reviews.
- ✓ Enrolled new customer into health benefit and verify all information in system.
- ✓ Coordinated with internal partners to obtain required information and applicable documentation related to client on-boarding and KYC production.
- ✓ Initiated and completed high-quality KYC files inclusive of data input, research and analysis.

- ✓ Maintained details tracking of KYC file status and other customer record activities to ensure completion within required timeframe.
- ✓ Ensuring implementation of KYC checks are as per the governing rules and regulations.
- ✓ Perform accurate and consistent QA checks on KYC files across multiple business areas and client types.

Concentrix, Gurugram   **09-Apr-2015 to 20-Jan-2017**

- ✓ Worked as Associate for Microsoft's Content Measurement and SEO Projects for USA and UK.
- ✓ Demonstrated working experience on Microsoft's Universal Human Relevance System
- ✓ Organization and integration of data collected from various sources.
- ✓ Search Relevance: Identify query results, relevant events, and classify entities resulting in fast and accurate search results.
- ✓ Demonstrated working experience on Datamime, an in-house workflow tool for data projects which enables to perform and manage human annotation.
- ✓ Giving judgement in Human Relevance System Hitapp.

Steria India, Noida   **19-Dec-2011 to 30-Sep-2014**

- ✓ Worked as a Process Associate for **Lloyds Banking Group plc and RBS, UK**.
- ✓ Responsible for proper documentation and **AML** (Anti Money Laundering) check for individual and corporate banker.
- ✓ Verifying bank customer details when customer invest and withdraw money from bank.
- ✓ Responsible for investing and analysing account transaction data activity to establish customer's behaviour for potentials money laundering schemes and high risk transaction.
- ✓ Performed AML function including detection/reporting of suspicious transition and activities, and required collaborated with senior compliance team and other departments assess the clients AML risk rating.
- ✓ Raise **SAR (Suspicious Activity Report)** collaborated with senior compliance team when found any suspicious activity.

Educational Qualification

- ✓ BCA(Regular) from Berhampur University(Odisha) in 2011

Technical Skill
- **HTML   SQL**
- **Manual Testing   Agile Methodology**

Certifications

- Oracle Responsys Marketing Platform Implementation 2021
- OCI Foundation Associate (Oracle Cloud Infrastructure) 2023
- Google Analytic for Beginners 2023

- Project Certificate(**Coursera**) for Build an Email Marketing Campaign Using Mailchimp.

Technology and Tools

Oracle Responsys	**Litmus**
Wrike	**Jira**
Oracle CX Unity	**Mailchimp**
Bing Ads	**UHRS**
Bing Maps	**Search Engine Optimization (SEO)**

Achievements

Steria India

- ✓ Started the pilot batch of AML team and successfully went in BAU period within 2 months.
- ✓ Received 3 R&R (rewards and recognition) awards for lowest number of defects.
- ✓ Was a part of Star team award for the second half of 2013.

Strengths

- ✓ Quick Learner
- ✓ Good interpersonal and analytical skill
- ✓ Positive Attitude, Task Oriented
- ✓ Devoted and Dedicated to Hard Working.
- ✓ Ability to review, assess, and provide detailed information daily as an independent thinker.

I hereby declare that the above information given by me is to the best of my knowledge and belief.

Date………….   Dillip Kumar Pattanaik