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Kannan Rajendran

Profile:

♦ Two and half years of IT industry experience encompassing a wide range of skill set, roles and industry verticals.

♦ Extensive experience with analysis, design, development, customizations and implementation of software applications.

♦ Proficient in analyzing and translating business requirements to technical requirements and architecture.

♦ Experience in leading and managing teams.

♦ Executed software projects for Digital Marketing verticals.

♦ Good communication skills, interpersonal skills, self-motivated, quick learner, team player.

Certifications:

♦ Cisco Certified Network Associate.

Skill Set

Application	Digital Marketing
Job Function	Analysis, Documentation, Maintenance, Enhancement, Programming, Testing
Language	HTML, CSS
OS/Environment	Windows 10
Tools	Adobe Campaign, Adobe Experience Manager, Eloqua

Education:

Bachelor of Engineering in Electrical & Electronics passed with First class distinction in April 2011 from Anna University, India.

Professional Experience

Feb 24, 2014 – Till Date, Marketing Automation Specialist, Verticurl (A WPP Company), CBE, India

Project Name: Adobe Systems Projects in Digital Marketing.

Description: Adobe Campaign is a software package that lets you coordinate the creation of conversational marketing campaigns. Adobe Campaign has innovative features to model, streamline, and automate marketing and customer communication processes.

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Responsibilities:

- To work on production – Adobe Campaign Tool
- Creating emails, forms, registration pages & Segmentations based on request
- Creating a marketing database: profile management, import/export mechanisms, query editor, data segmentation and targeting functionalities
- Campaign creation, management and execution: marketing plan, personalization, campaign routing, tracking, reporting, alerts and notifications
- Creating, generating and publishing message using all communication channels, via a collaboration and approval process
- Statistics reporting based on request
- Creating landing and offer pages in Adobe Experience Manager
- Participate in project meeting, suggest for improvements in coding/QC techniques
- Analyze change requests and submit analysis document for review
- Production support monitoring & solving abends
- Make Code changes as analyzed in the analysis document
- Deliver new and complex high quality solutions to clients in response to varying business requirements
- Responsible for managing scope, planning, tracking, change control and other aspects of the project
- Responsible for effective communication with the customer
- Translate customer requirements into formal requirements and design documents, establish specific solutions, and leading the efforts including programming and testing that culminate in client acceptance of the results

Environment: Adobe Campaign, HTML, CSS, AEM (Adobe Experience Managers)

Team Size   :   10

Training:

- Adobe Campaign Training at Verticurl | A WPP Company
- Eloqua Training at Verticurl | A WPP Company
- Adobe Experience Manager Training at Verticurl | A WPP Company

Other Experience:

Company Name **: 365 Media Inc.,**
Designation   **: Process Associate Trainee.**
Experience   **: Feb 2012 – Dec 2012.**

References: Available upon request