

ANKIT RAWAT

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A software professional with 6 years and 8 months of experience across all the phases of Software Development Life Cycle and exposure to diverse applications. Strong hands-on experience in the design and development of Relation Database Management Systems on-premises and public cloud (AWS). Sound knowledge on data warehousing and ETL process with expertise in working on CRM platforms to help enterprises take data-driven decisions. Currently working as Lead Marketing Consultant helping client reach out to the ideal audience, improve revenue, and build brand loyalty.

SKILLS

- Programming Languages: SQL, PostgreSQL, Python, PL/SQL, C#, Unix, HTML
- Database and Datawarehouse: AWS Redshift, Oracle 11g/10g, Matillion, Teradata, IBM Netezza Netezza
- Amazon Web Services Ecosystem: S3, Glacier, EC2, Lambda, Spectrum, AWS Architecture
- Database Tools: DbVisualizer, DBeaver, Oracle SQL Developer, SQL*Plus
- Other Tools and Utilities: Jupyter Notebooks, Putty, AWS Console, Kibana, VSTS, Jira, Advanced Excel, Github
- Analytical, critical thinking, team building, and interpersonal skills.
- Resourceful, versatile, and able to align growth with enterprise goals.

WORK EXPERIENCE

Genpact India Private Ltd

05/2019 - Present

Lead Consultant

Campaign Development and Delivery

- Involved in all phases of the campaign development helping lock down the campaign requirements, provide inputs on the approach and feasibility, build-test-launch and post implementation analysis of diverse marketing campaigns.
- Responsible for the development of over 30 marketing campaigns, a large percentage of them from scratch.
- Using SQL code to implement the campaign requirement and pull customer information from numerous tables to be used for marketing communication across multiple waves and channels.
- Collaborated with various teams across different phases of the campaign development cycle. Provided useful and accurate information, applied quick thinking to fix issues and ensured a successful campaign launch.
- Leading a team of 3 resources and serving as a single point of contact between Scale Data operations and the program delivery experts.

Campaign Development and Delivery

- Created waterfall reports displaying a detailed view of the number of customers being targeted across each segment, excluded as part of various suppressions and an aggregated count of the total audience.
- Provided post launch analysis based various metrics to measure campaign performance, trend and success.
- Analyzed the incentive redemptions across a global campaign and shed light on the type of audience being targeted. Suggested ways to re-align the targeting method and increase the adoption efficiency by over 33%

Campaign Maintenance and Quality Assurance

- Worked on over 10 highly sensitive legal campaigns utilizing the existing build for a different region and ensuring Zero error delivery under tight timelines.
- Quality checked over 20 campaign builds, highlighting code changes to improve run time and an eye for detail helping resolve numerous issues before the production run.

Data Analytics

- Wrote complex SQL queries to transform, aggregate, and represent data for analysis and visualization.
- Built elaborate Matillion frameworks/ orchestration jobs integrating SQL and Python.
- Collaborate with business analysts to map data from varied sources to target.

Database Design and Development

- Designing and data modeling the incoming batch feed load for the ETL platform using innovative ideas to map data of complex business solutions.
- Developed database table and schema DDLs, leveraged AWS Redshift data distribution style for query optimization by over 20% than usual.

Datawarehouse and ETL Implementation

- Re-modeling data warehousing of client data from legacy infrastructure to the in-house ETL platform.
- Created data pipelines and applied innovative ideas to handle real-time scenarios and ensure smooth data processing.
- Recommended numerous ideas for product modifications and improvements.

Outbound Disposition Solution Development

- Spearheaded the end-to-end development of the outbound disposition process within a period of 2 months.
- Allowed client to generate extracts based on time load of metadata in five tabs of an excel workbook.
- Enabled IBM UNICA campaign management tool to run four types of campaigns and generate audit extracts and waterfall reports in real-time and improve customer engagement.
- Eliminated the need for a dedicated resource and boosted customer value.

Data Migration

- Pioneered a migration service using Python and AWS Redshift to restructure and load legacy data.
- Increasing operational efficiency by over 50 % and shortening the build cycle for new projects.

UAT and Go-Live Deployment

- Involved in the user acceptance testing and the go-live of two Agile SDLC implemented projects.
- Provided quick fixes and intelligent modifications while protecting the application integrity.
- Released logically strong, easy to manage, and well-documented projects with high reliability.

Process Improvement and Automation

- Revamped the existing daily batch process for an extract, transform, and load-based solution, with regular checkpoint emails, reducing resource use by over 90%.
- Automated client password expiry emails to reduce the Project Manager's workload.
- Conceptualized the Ad-hoc file load mechanism for variably structured datasets into the analytical data mart, reducing resource utilization by 100%.

Change and Incident Management

- Consulting two large projects as the lead developer, providing critical go/no-go decisions, solutions, fix and root cause analysis (RCA) for various complex issues.
- Collaborating with various stakeholders to discuss and escalate issues for faster resolutions.
- Mentoring a team of two fresh graduates, creating effective roadmaps and strategies.
- Facilitated strategic team meetings and conducted both live and virtual understanding sessions.

CCPA/GDPR Implementation

- Implemented a process for CCPA/ GDPR regulatory compliance.
- Coordinate with the quality assurance team and ensure adherence to quality standards.

Real-Time API Implementation

- Managing real-time implementation on the account and POC for debugging in case of a problem.
- Well exposed to various AWS features like AWS Lambda, AWS Spectrum, and Kibana dashboard.

Accenture Services Private Limited

06/2016 – 03/2019

Application Development Analyst

Database Programming

- Wrote maintenance scripts involving PL/SQL procedures, cursors, and functions and detailed unit tests.
- Developed Oracle PL/SQL triggers and packages to audit and validate business specifications.
- Performed DML operations which required a sound understanding of the billing stack and flow.

Unix Shell Scripting

- Shell Scripts for backend programming, scheduling jobs, and generating reports.
- Substantial exposure in working with UNIX file systems and peer code review.

Telecom Business Support System

- Extensive coverage of Kenan FX billing activities like usage processing, bill runs, and collections.
- Responsible for the implementation of projects involving the generation of new Geneva packages, revenue codes, discounts, products.

Robotic Process Automation and CI/CD

- Created prototype for automation of change requests and incidents using robotic process automation.
- Presented proof of concept on continuous integration and continuous development using DevOps tool Jenkins and IBM Rational as the version control system.
- Implemented interactive Splunk dashboards to provide alerts, throughput, data visualization, and monitoring of various billing activities.

Quality Assurance Testing

- Executed test plans to performance and regression test impact of downgrading the server.
- Quality control and error handling checks to reduce slippages and common issues by a factor of 5.

Incident and Change Management

- Operated for one of Europe's largest telecom services providers and troubleshoot against strict SLA.
- Communicated closely with multiple internal teams and entrusted with written client communications.
- Performed detail-oriented research and improved process documentation.
- Optimized the existing billing process, eliminated issues improved operational efficiency, and provided at least 4-5 automation recommendations.

EDUCATION

Bachelor of Engineering (B.E.)

08/2012 – 05/2016

NMAM Institute of Technology, Udupi, IN

ACHIEVEMENTS & COMPETENCIES

- Awarded prestigious Accenture ACE award for excellence in application maintenance.
- Initiative-taker, team player, extra miler, and self-leader.
- Organized various project outings, team collaboration games and received accolades for the ability to keep a positive outlook even in the most critical project phases.
- Undertook Genpact organized Salesforce Marketing Campaign training.