**Siddhangouda Patil** +91 9483324607 / 8073960575| siddhangouda@hotmail.com

**Campaign Specialist ▪ Email Marketing Expert**

**Results-driven professional with 6 years of proven track record in Email Campaign Design and Management, Email Marketing, Digital Marketing Strategies and Development that helps boost business profitability, convert new customers and make your existing customers fans with the aim to make your company the best digital presence.**

* Comprehensive knowledge and hands-on expertise in **Responsys Interact, Adobe Classic, Eloqua, HTML5, etc. for campaign design and management**.
* Develop consumer-driven and effective digital campaigns that improve the business bottom line and propel company offerings to the top.
* Possess **Certifications in Oracle's B2C Master Certification (Eloqua/RI) and Oracle's Responsys Interact Implementation 2019 Certification.**
* Coordinate with team members and senior authorities to build an extensive client base and campaign development; implement procedures and service standards for business excellence.

**CORE EXPERTISE**

* **Campaign Planning & Management**
* **Email & Digital Campaigns**
* **Oracle Responsys**
* **Adobe Campaign,**
* **Client Relationship Management**
* **Lead Generation**
* **Design & Execution**
* **Report Generation**

**TECHNICAL EXPERTISE**

**Responsys Interact Adobe Campaign Eloqua Adobe Dreamweaver**

**Adobe Photoshop HTML/HTML5 SQL Microsoft Excel**

**Sendinblue Mailerlite Microsoft Office Google AdWords Testing**

**PROFESSIONAL EXPERIENCE**

**Oracle Pvt. Ltd. Since Jan 2018**

**EXPERT SERVICE SPECIALIST**

* Assigned to work with major clients namely, Staples, BBBY, and JcPenny; create campaign automation/trigger campaigns, Dynamic Persado subject lines using DCM, and dynamic content in emails and common shell files for a batch.
* Demonstrate competency in working on Data integration in a PET (Profile Extension Table) by running connect jobs.
* Develop a Modular template-based workflow (Dynamic campaigns).
* Worked on segmentation based on customer response, coupon management, as well as in Agile, rapid development and prototyping environment.
* Experience in personalizing emails using dynamic modules for individual customers; create emails, landing pages, forms, and hyper sites.
* Generate a custom report using the audience section tab, meanwhile, oversee insights and analyzing reports.
* Develop both static and dynamic campaigns; build programs like STO and MVT.
* Strong understanding of the BDP along with, input variables and processing data based on the triggers or table values.
* Exhibit track record in working on A2B email and subject line testing, campaign planning and execution, and the complete migration of classic dashboard to EMD/RPL.
* Successfully convert PSD to HTML file without any glitches; conversant with Adobe Dreamweaver and Adobe Photoshop.

**VersatileTech Aug 2014 – Jun 2016**

**ASSOCIATE CAMPAIGN SPECIALIST**

**• Using Email Designer, Creating fragments, Personalization Blocks and Email Templets**

**• Responsible for the Planning and creation Automation Workflows**

**• Good in Handling Data like File Monitoring, Reporting Counts and Query building**

**• Handling Partial Deployment - count and deploy catch-ups , Throttling (Multi Waves)**

**• Acted as QA for Campaign review and checklist creation**

**• Testing with Litmus**

**• Worked in various campaigns like AB testing, Newsletter, Auto-renewals, Message Center**

**(Trigger based campaigns), Recurring campaigns - CRM (Customer Retention Management), Streaming, Promotional Campaigns**

**Other WORK: Built recommerceeco.com web site using Angular 11 framework.**

**BUILT GOOGLE analytic campaign and lead generation campaign for duminex.com**

**DUCATION & CERTIFICATIONS**

**Bachelor of Engineering – Information Science**: BECBGK (VTU) | 2014

**Diploma**: Karnataka University (DTE) | 2011

**SSLC**: C. B Gurukul | 2008

**▪ Oracle's B2C Master Certification (Eloqua/RI) ▪ Oracle's Responsys Interact Implementations 2019 Certification**

**PERSONAL SPECIFICS**

**Languages:** English, Hindi, & Kannada