**Curriculum Vitae**

**Vinay Prasad Oracle Eloqua +919060560565 Oracle Responsys**

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**Objective.**

To be a part of an organization that provides an atmosphere of mutual growth and benefits, where I can exhibit my talent and potential and as a member of a team, utilizing the skills acquired in my course and experience in projects.

## Professional Experience and Summary

➢ 5.6 years of professional experience in IT Industry involving in various phases of Software development including consulting, development, testing, implementation of SFDC and SFMC. **Certifications**

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| **Certificate Name** | **Description** |
| B2C Master | Oracle Marketing Cloud(Responsys) B2C certified |
| B2B Master | Oracle Marketing Cloud (Eloqua)B2B certified |
| Senior  Implementation  Specialist | Oracle Responsys Marketing Platform Cloud Service 2019 Certified Implementation Specialist |

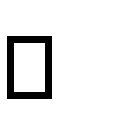
## Adobe (Jan20 – Present)

* Currently working as Adobe Consultant.
* Client: - Siriusxm Radio , ESPN , DER Tour
* **Tool : Adobe campaign classic, Adobe campaign standard**
* 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**

* Post deployment monitoring includes **Report generation and measuring Campaign Performance**
* **Continues Client interaction** using Workfrount
* **Project Tracking** in AirTable
* Involving in client calls in campaign process change
* Follow **SDLC lifecycle to build campaigns**

## Oracle Pvt Ltd (Sept 16 – Jan20)

* Currently working as Senior Campaign Specialist.
* Client: - Staples, jcpenney, Macy's, Nickelodeon, Gerber, AUTOZONE
* **Tool : Responsys, Eloqua**
* Work in an agile, rapid development and prototyping environment.
* Involving in client calls in campaign process change
* Follow **SDLC lifecycle to build multi-channel marketing campaigns**
* Responsible for the creation of **emails, landing pages, forms and iframe landing Pages**.
* Good in Building both **Static and Dynamic campaigns**.
* **Continues Client interaction** using Oracle Social Network
* Testing with **Litmus**
* Launching Campaigns through: **Straight launch, Program Launch, Split Launch.**
* Handled Various **Dashboard: EMD, Classic**
* Strong Knowledge **on BIF’s and RPL**
* Have experience in **Personalizing emails to each customer using Dynamic modules(NDM)**
* Creating **Dynamic Persado subject lines using DCM and supplement table**
* Creation of **dynamic content in emails and common shell file for a batch**
* Custom **report generation using Audience section tab**
* **Running Counts through Filters and SQL**
* Write **SQL’S and Data integrating in a PET(Profile extension table) by running connect jobs**  Language used **HTM, CSS, Java Script and Responsive coding.**
* **PSD to HTML** conversion ( Good knowledge in Photoshop and Dreamweaver) Run Connect

Jobs with **WinSCP for client server side data loading**  Have a knowledge on building **programs like STO, MVT and A/B testing.**

* Looking into campaign **Reporting** and **performance Insights**
* Have experience of working on **Automations campaigns, Promotional Campaign and Triggers campaigns.**
* Experience in executing **manual SMS and push notification campaigns**.
* Knowledge on **AIP integration using Postman**

## VersatileTech (June 2015 – Sept 2016)

* 1.3 year of work experience as Associate Specialist at Versatiletech.
* Client : Techno Spine , Bertram Capital
* **Tool : Hand on Responsys**
* **End to End Campaign Build**
* **PSD to HTML Conversion**
* Using **Email Acid** for rendering check
* **Responsive Coding**
* Client interaction and calls
* **Continues Client interaction** using at task
* **Design, Develop, Test and execute multi-channel marketing campaigns**
* **Designing Filters and campaign lists as per Client requirement**
* **Tool : SFMC(Overview)**
* **Knowledge in Email Studio**
* **Knowledge in Mobile Studio(Mobile push, Mobile connect) Social Studio, Web Studio**
* **Content Builder, Journey Builder and Analytic Builder**
* Creation of **Lists and Data extension**
* Creation of **Segmentation with Groups and Data Filters**
* Hands on experience in **A/B testing and split launch**
* Use of **Ampscripts for basic for basic display of list Dynamic content**
* **Automation Sending** with data and email send through **Automition Studio**
* Building Cross channel **Journey builder**
* Knowledge in **CRM Integration with connector**

## Technical Details

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| **Operating**  **Systems** | Windows (XP, 7, 8, 10) |
| **Web**  **Technologies** | HTML, CSS, XML, JavaScript and Bootstrap |
| **Development**  **Methodology** | SDLC, Agile Methodology |
| **Database** | SQ Server, Oracle |
| **Tools** | Apex Data Loader, Responsys Interact/ Oracle Marketing Cloud, Work front,  Oracle Social Network, PEM, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, WinSCP, Microsoft Expression, Litmus(Rendering), email Acid(Rendering). |

## Educational Qualification

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| --- | --- | --- |
| **Degree** | **Year of Passing** | **Institute/University** |
| B.E. (Computer Science) | 2015 | DBIT (VTU) |
| Diploma | 2012 | Karnataka university. |
| S.S.L.C | 2008 | Guru Nanak Public school. |

## Personal Details

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| **Full Name** | Vinay Prasad |
| **Gender** | Male |
| **Languages Spoken** | Kannada, English and Hindi. |
| **Areas of Interest** | To work as a freelancer. |

## Declaration

I hereby declare that the details furnished above are true to the best as per my knowledge. Vinay Prasad.