

RESUME

Rahul Tiwari

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Professional Experience

Campaign developer with 9+ years of experience in SFMC campaign, IBM Unica campaign, E- message and relational database (SQL, Oracle, and Sybase).

Work Experience Details:

Current Employer:

Tata Consultancy Services	Sep 2019 to Present
Designation: Assistant Consultant	Pune

Skills: Salesforce marketing campaign, HTML

Team Size: 20

Roles and Responsibility:

- Working with the Microsoft Gaming Build & Deployment. And creating Cross selling and upselling Campaign.
- Designing and executing campaigns using SFMC.
- Using File drop, File transfer, Import, Data extract activity to bringing in the data into marketing cloud from different server.
- Writing Complex SQL in SQL Activity and Creating and Joining Multiple Date extensions as per business requirements.
- Creation of Email template for Email Communication using HTML, Amp script.
- Monitoring the Daily Automated campaign and generate the report to check Open and click Rate.
- Creating a customer journey in journey builder.
- Managing Small team. and actively involved some PMR activity for project.

Epsilon India	July 2017 to Aug 2019
Designation: Business System Analyst 2	Bangalore

Skills: IBM Unica, SQL Server,

Team Size: 10

Primary Skills:

- IBM Unica Campaign
- SQL Server

Secondary Skills:

Dream, Harmony

Roles and Responsibility

- Business Requirement Document Discussion with On-site team and client.
- Metadata setup for PCKOR, Campaign Session and Seed Using MUM tool.
- Creation of new Campaign/Flowchart and making changes in existing Campaign/Flowchart using IBM Unica.
- Involved in Campaign Review and propose changes in flowchart built by other team members.
- Worked on various testing Such as Unit Testing, Soap Testing to ensure the quality of campaign.
- Involved in Creation of table catalog and making changes in existing stored template.
- Creation and discussion of post campaign analysis report with on-site team and client.

Accenture Services Pvt Ltd.	Dec 2014 to July 2017
Designation: Software Engineering Analysts	Bangalore

Skills: IBM Unica, Netezza

Team Size: 10

Primary Skills:

- IBM Unica Campaign
- Netezza

Secondary Skills: SAS

Roles and Responsibility:

- Coordinated with the clients regarding the details of the campaign.
- Maintained data and records from managers to ensure that the campaign is hitting the right customers.
- Developing SQL code based on Campaign targeting criteria using Netezza.
- Design “UNICA-Affinium” Flowchart for Automated and Adhoc campaign to provide personalized offers to the customers.
- Build optimize flowchart for hands free automated operations
- Generate the frequency report in SAS to validate the data for Internal QA.
- Create the campaign in SAS also due to request of the client & import and export the file in SAS & merging and set the data in SAS & use the proc SQL in SAS to optimize the campaign.
- Creating the macro, user variables, and derived felid in UNICA to design the flowchart.

3i Infotech (India)	Dec 2012 to Oct 2014
Designation: Software Engineer	Mumbai

Skills: IBM Unica Campaign, E-message, Sybase IQ

Team Size: 7

Roles and Responsibility:

- Working with the ICICI Bank Ltd Campaign Management Team.
- Development & Execution of new campaigns for Cross selling and up selling of products.
- Involved in gathering task requirements from user.
- Involved in making changes in existing stored procedures / Views / Triggers etc and creating new procedures using Sybase.
- Involved in developing SQL code.
- Development of regular Campaigns using UNICA (Affinium Campaigns).
- Involved in daily communication with client regarding business requirements.
- Understanding Business requirements and developing SQL queries to facilitate.
- Coordinating with Technical Team for status of specific Data Loading.
- Developing complex & optimized queries for Business analysis and Campaigns.
- Creating the indexes on a table for retrieving quick data from the database.

Academic Qualification:

Year	Institution/Board	Degree
2008-2012	Oriental institute of science & technology Jabalpur Madhya Pradesh	B.E (IT)
2008	School for excellence Seoni Madhya Pradesh	HSC
2006	School for excellence Seoni Madhya Pradesh	SSC

Personal Details:

Place of Birth : Seoni, Madhya Pradesh
 Languages Known : English, Hindi
 Address : Rai Colony Kabeer Ward Dunda Seoni, Seoni, Madhya Pradesh 480661
 Hobbies : Listening and Signing music, Gardening, Playing Snooker.