

KRAPA Sai Sri Vamsi *Project Manager | OmniChannel | Tealium CDP specialist*

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PROFILE

Aspiring to excel as a program manager, specializing in digital transformation, I leverage strategic vision and expertise in data-driven marketing to optimize customer engagement. **Certified in Scrum and Agile** methodologies, I have extensive experience in automating customer journeys, implementing segmentation strategies, and driving personalized campaigns through Customer Data Platforms (CDPs) and marketing automation tools. Currently pursuing advanced studies at **SKEMA Business School, Paris**, I am passionate about enhancing marketing effectiveness through technology and innovation.

EDUCATION

Skema Business School , <i>MSc Project Management for Business Development</i> Portfolio management, Contract management, Leadership skills, Consultancy skills.	09/2024 – 12/2025 Paris, France
Bachelor of Engineering , <i>Sathyabama Institute of Science and Technology</i> Class representative for 2 years Published 1 research paper with IRTJE	2016 – 2020 Chennai

PROFESSIONAL EXPERIENCE

Indegene , <i>Omni Channel, CDP Lead</i> Indegene offers research and digital services to biopharma and healthcare enterprises. <ul style="list-style-type: none">Resolved segmentation challenges caused by overlapping audience profiles by optimizing workflows in Tealium Audience Stream, resulting in the retargeting of customers and boosting engagement.Designed and executed personalized campaigns analysing NBA (Next best action) integrated with CDPs, achieving significant growth in European markets.Identified inefficiencies in data integration and resolved them by developing custom connectors on Tealium, updating the Global Datahub, and enabling real-time data visualization for improved decision-making.Awarded Best Team Guide for exemplary mentoring and leadership during critical project phases.	11/2022 – 07/2024 India
Cognizant , <i>Omni Channel Developer</i> <ul style="list-style-type: none">Created and executed data-driven marketing scenarios using CDP tools, ensuring accurate and useful user behaviour data capture for strategic decision-making.Requirements Analyzing and interpreting transaction data to present actionable business insights.Created Pixel based tracking using APIs to track and nudge in email based campaigns under cookie guidelinesExpert in Creating Status Reports, Test Data captures	01/2021 – 11/2022 India
Cognizant , <i>Web Site</i> <ul style="list-style-type: none">Facilitated end-to-end test planning, execution, and defect tracking, conducted regression testing on critical test cases, and partnered with development for RCA to enhance overall testing efficiency.Trained and directed a team of 6, ensuring project success.	01/2020 – 01/2021 India


PROFESSIONAL SKILLS

Scrum • Agile • Tealium • Jira • Adobe Campaign • AWS Cloud • MS Office • HTML • Google Tag Manager • My SQL • Audience Segmentation • SQL Reporting

CERTIFICATIONS

Professional Scrum Master I  • AgilePM (2014)  • Tealium AudienceStream - Advanced • Tealium iQ - Basic

PUBLICATIONS

WhatsApp Encryption- A Research , <i>International Journal of Recent Technology and Engineering (IJRTE)</i>  ISSN: 2277-3878, Volume-8, Issue-2S3, July 2019	2019
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LANGUAGES

English — bilingual, **French** — (learning), **Hindi**, **Telugu** — Native bilingual, **Tamil**