

## **PROFESSIONAL SUMMARY**

- More than 10 years of IT experience in the areas of Business Analysis, digital marketing and campaign management.
- Expertise in Unica Campaign module, Teradata Aprimo (CIM), campaign flowcharts.
- Hands on experience in IBM Unica, Teradata Aprimo (CIM), Teradata SQL and SAS.
- Strong knowledge of functional aspects of Unica campaign and advanced concepts like custom macros.
- Good experience with big data sets and manipulating them to drive meaningful insights.
- Worked on loyalty program campaigns and post campaign analysis.
- Maintained triggers in UNIX environment and used them to automate campaigns.
- Experience in working with multiple stakeholders for successful campaign planning and execution.
- Worked on post campaign analysis to generate campaign effectiveness reports.
- Goal oriented attitude and excellent interpersonal and communication skills within cross functional teams and vendors.

## **TECHNOLOGY SKILL SET**

**OS:** UNIX, Windows.

**Marketing Automation:** IBM Unica campaign, Teradata Aprimo (CIM), KOCHAVA, AIRSHIP

**Programming:** PL/SQL, Unix shell, BIGQUERY

**Database:** Oracle, Teradata, SQL Server.

**Web analytics/Reporting tools:** Microstrategy, Coremetrics

## **EDUCATION**

Bachelor of Engineering from JNTU, Hyderabad, India.

## **PROFESSIONAL EXPERIENCE**

**Sirius XM, NYC, NY**  
**Sr Campaign Analyst**

**May2016– Present**

Helping the campaign execution team in interfacing with business partners to design and develop marketing campaigns.

### **Responsibilities:**

- Integral part of the Campaign and marketing resource management team providing campaign designing support using Aprimo MRM
- Worked with OEM, Selfpay, Aviation&Marine,DTC and ESO.
- Interpreted business requirement documents and configure segmentation criteria on Aprimo Campaign
- Created and performed quality checks of audience lists before transferring file to emailing vendor.
- Leading, collecting and analyzing business requirements.
- Maintain version control for marketing collaterals.
- Hands on experience with Communication, Segment, Segment Plan, Data source, External Data Source, Collateral and Output Templates.
- Managed workflows for approval management and helped improve campaign cycle timelines
- Involved in Peer review and created waterfalls to ensure smooth execution
- Work with BI Operations Tier I and Tier II teams to ensure control objectives are implemented for all data movement processes, implement change control for production data ,establish and follow proper incident management procedures

**Tools & Technologies:** Aprimo MRM, Teradata, ITQ system, Excel, KOCHAVA, AIRSHIP,Workfront.

**Zenith Services INC, Princeton NJ**  
**Campaign Analyst, Direct Marketing Team**

**March 2015– May 2016**

Worked as a **Unica Campaign** Analyst as a part of Direct Marketing team, where my primary work involved designing campaigns in **Unica** and SQL.

**Responsibilities:**

- Design campaigns in **Unica** as per the business requirement
- Build and maintain recurring campaigns.
- Performed the role of **Unica** business analyst by interfacing with the business users to document **campaign** requirements.
- Documented the QA steps that need to be implemented in order to make sure the **campaign** execution is accurate.
- Made on the fly changes to the process to mitigate quality and timeline issues.
- De-briefed higher management on a regular basis the on progress of the **campaign** development.
- Simplify **campaign** designs for improved performance in **Unica**.
- Automate regular campaigns for lesser human intervention and fewer manual errors.
- Refine/simplify SQL queries for improved speed/better performance.
- Perform output validation process to deliver error free campaigns.
- Suggest alternative, simpler designs for campaigns in order to reduce execution times.
- Helped the **Campaign** migration team in moving data from one database to another database.
- Part of the team that helped evaluate and build a business case of e-message module implementation.

**Tools & Technologies:** IBM **Unica Campaign**, **Unica** eMessage, Teradata SQL Assistant, UNIX, MS Office.

**Master Bee Soft Technologies, Hyderabad, India**  
**Programmer Analyst**

**August 2012 – Feb 2015**

**Responsibilities:**

- Primarily Involved in interacting with Morningstar and Business users for gathering requirements
- Wrote Use Case Specifications according to the business requirements
- Vendor software compliance, database integrity and performance evaluation.
- Successful implementation of online transaction processing applications and its associated modules like database testing and validation.
- Regularly scheduled meetings to review the project status/plan with senior technology staff
- Created a SOE reports on a weekly basis about the types and status of tasks pertaining to the data migration for the various mocks.
- Preparation of Data Mapping Documents, SRS and Security control document
- Prepared Business process flow diagrams
- Worked closely with the QA team during the automated testing using the HP Quality Centre
- Performed Gap Analysis to check the compatibility of the existing system infrastructure with the new business requirements
- Scheduled meetings with developers, system analyst and testers to collaborate resource allocation and project completion
- Created UAT scripts and facilitated User Acceptance testing (UAT) for the application as a Business User

**Environment:** Mainframe, MS Office, MS Visio, MS Access , UML, Waterfall, C++, Microsoft SQL Server 2005

**Responsibilities:**

- Proactively involved in defining the scope, business rules and gathering requirements for the project.
- Interviewed stake holders, users and SME's to discover and document business processes.
- Organized and facilitated JAD sessions as required with fellow Analysts, decision makers, users, key member(s) from the development team.
- Conducted analysis of business issues and challenges and provided solution prioritization.
- Informed project managers and clients about the progress of the project through PowerPoint presentation.
- Analyzed business process requirements, defined functional and non-functional software requirements to be captured in Rational RequisitePro.
- Performed Use Case Analysis, Identified Actors and developed Use Case Models.
- Actively monitored project progress utilizing MS Project and updated change in plans as required. Created Traceability Matrix attributes for the requirements.
- Worked in close coordination with QA and Assisted the testing team in User Acceptance Testing (UAT), business validation and user sign-off.
- Developed Test Plans and Test Cases to be used in testing.

**Tools & Technologies:** SQL Server, MS Office, Rational Rose, MS Visio, MS excel, MS PowerPoint, Rational XDE

# Anil Kumar

- New York, NY, US

## Contact Information

- prn-gth-6n1@mail.dice.com
- 6098655770

## Work History

**Total Work Experience: 16 years**

- **Sr Campaign Analyst Sirius XM**  
May 01, 2016
- **Campaign Analyst Zenith Services INC**  
Mar 01, 2015
- **Business Analyst Master Bee Soft Technologies**  
Aug 01, 2012
- **Business Analyst Infovision Technoligies, INDIA**  
Mar 01, 2008

## Skills

- **sql** - 8 years
- **teradata aprimo (cim)** - 7 years
- **business analysis** - 6 years
- **airship** - 4 years
- **big query** - 3 years
- **kochava** - 2 years
- **unica** - 4 years
- **ibm unica campaign** - 5 years
- **database** - 4 years

- **business process** - 4 years
- **requirements elicitation** - 4 years
- **use cases** - 4 years
- **compliance** - 3 years
- **documentation** - 3 years
- **gap analysis** - 3 years
- **performance appraisal** - 3 years
- **reporting** - 3 years
- **security controls** - 3 years
- **software** - 3 years
- **srs** - 3 years

## Work Preferences

- Desired Work Settings: No Preference
- Likely to Switch: False
- Willing to Relocate: True
- Travel Preference: 0%
- Work Authorization:
  - US
- Work Documents:
  - Green Card Holder
- Security Clearance: False
- Third Party: False
- Employment Type:
  - Full-time
  - Contract - Corp-to-Corp
  - Contract - Independent
  - Contract - W2
  - Contract to Hire - Corp-to-Corp
  - Contract to Hire - Independent
  - Contract to Hire - W2

## Profile Sources

- Dice:  
<https://www.dice.com/employer/talent/profile/df54eacbda102d90e57e854cfb9c71aa>