

# Shanmukesh Gaddam

Digital Marketing Analyst

## HERE'S MY STORY:

Digital MarTech & AdTech Solution Architect with Adobe specialized in Digital Marketing & Advertising, Personalization, Marketing Automation & Campaign Management areas. Identifying actionable profit-based marketing and product opportunities through customer analysis and statistical information. Works well with Executive leadership, Stakeholders, IT and co-workers at all levels.

7+ years of experience in delivering Digital Marketing solutions across Analytics, personalization, advertising, targeting & DMP areas.

## WORK EXPERIENCE

### Digital Strategy Consultant

ABBOTT (WAUKEGAN, IL) - FEB 2018 - TO DATE

- Played as Solution Architect and provided the detailed walkthrough on Solution Design Document - Campaign Implementation for all the stakeholders
- Creating and execute Adobe campaigns as defined by client. Technically able to understand and create complex processes in Adobe Campaign
- Defining the Folder Structure and workflow design in Adobe campaign

### Digital Strategy Consultant

DG SAVANTS (DALLAS, TX) - SEP 2017 - JAN 2018

I was responsible for the Reporting and Dashboard management for the client's Adobe Analytics existing setup, wherein I use to send monthly, weekly & daily reports for the fare sales and various campaign parameters, was exposed to using and maintaining the various classifications for delta products using SAINT Classification, also I was exposed to Adobe Discover, Radian6 and the in-house reporting tool Tapestry.

## CERTIFICATIONS

- Adobe Certified Expert in Adobe Analytics implementation.
- Google Analytics Certified
- AWS - Developer Associate
- Microsoft Certified Associate - DBA
- Adobe Campaign & Standard - Developer Certified Expert
- Adobe Experience Platform - Certified
- AdTech Data-Driven Marketing Certified - Edge Trade Desk
- Google AdWords - Google Search Advertising Certified Professional
- Google Analytics - Google Analytics Qualified Individual
- SEO - Search Engine Optimization Certified Professional
- SEM - SEMrush Certified Professional
- Social - Hubspot Social Marketing
- Data Visualization - Klipfolio, DOMO
- Observe Point Tag Audit - Certified Professional
- Adobe Analytics - Adobe Site Catalyst Processing Rules Certification



## TECHNICAL SKILLS

- Digital Marketing
- Web Analytics
- Personalization & Targeting (DMP)
- Marketing Automation
- Tag Management System
- Strategy Building


## PERSONAL DETAILS


- Date of Birth: 19th July 1991
- Gender: Male
- Marital Status: Married


## CONTACT DETAILS

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