SAMSON ANTONY

Marketing Automation Specialist - SYMANTEC

Contact

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Skills

SQL Server Database Developer

Marketing automation platforms

MS SQL Server

I was part of the Pilot Batch, the very first team of Automation Specialists that was initiated by the company - Symantec. Selected on the basis of my knowledge of SQL Server Database Developer. I was provided additional training by Symantec on MS SQL Server, Data migration, Eloqua and Salesforce. Work included writing complex SQL Queries and Procedures and manipulation of XML, CSV and XSL files.

Work History

2015-01 - 2020-01

Profile: Marketing Automation Specialist

Symantec

- Experience in the migration of data from Excel, Flat file and XML to MS SQL Server by using conversions and DTS utility.
- Proficient in extracting, transforming and loading of data using SQL Server DTS and SSIS.
- Experience writing complex SQL Queries and Procedures.
- Day to Day included manipulation of XML, CSV and XSL files.
- Automation contribution & Experience Took initiative to introduce our team's area of operations to other departments and management.
- Conducted A/B testing and presented reports to management Experience in designing, analyzing and troubleshooting large-scale

distributed systems Debugging & optimization of code is part of the present job role.

- Did troubleshooting on campaign architecture to remove errors and improve effectiveness.
- Updated the team about the (filter criteria) errors and the solution to it.
- Also, checked if same errors existed in other campaigns and rectified when found.
- Proposed and gave demo of improved campaign architecture which was more efficient than the previous one.
- Organized brainstorming session to check compatibility of this new campaign architecture, software performance analysis and system tuning.

2011-08 - 2014-06

Technical Support Executive

Mphasis, Pune, Maharashtra

- Joined as Customer Service Agent for UK banking process.
- Selected as Quality Assurance (QA) for a pilot process (Swift; Client - Dell) in Mphasis through IJP (based on overall performance).
- Worked as Technical Support Executive for a 24.
- 7 US process (Client - Bank of America).
- This role required technical troubleshooting for any issues faced by Bank of America employees.
- Selected as Quality Assurance (QA) for the same process through IJP (based on overall performance).

Education

2011-01 - 2013-01	**Post-Graduate Diploma: Management** *Symbiosis Institute*
2005-01 - 2008-01	**Bachelor of Computer Applications** *HCMR - Pune*
2001-04 - 2002-03	**H.S.C (Science)** *K.V.I.S.P. Nasik*

Additional Information

- Awards , Received several certificates from Mphasis for performance.
- Got a Symantec WOW Thanks! Award for being one of October's (2015) Quality Stars!
- Received Level 1 WOW award for performance.
- Received (another) Level 1 WOW award from Product Manager for team work across multiple teams within the company.

Hobbies

1. Participating in Corporate Social Responsibility (CSR) activities like assembling school kits (school bags and books) for an NGO.
2. Computer games like Age of Empires.
3. TV series like Game of Thrones and Star Trek