Ananya Rao

Associate Adobe Experience Platform Developer

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PROFESSIONAL SUMMARY

Computer science graduate trained in Adobe Experience Platform, with project work in XDM schema design, identity strategy and audience design. Comfortable with SQL, JSON and REST APIs, and quick to learn new platforms. Looking for an entry-level AEP developer role on an implementation team.

CORE SKILLS

Adobe Experience Platform: XDM schemas and field groups, datasets, identity namespaces, Real-Time Customer Profile, merge policies, Segment Builder, destinations

Data collection: Web SDK, datastreams, Tags (data elements and rules)

Technical: SQL (Query Service, PostgreSQL), JSON, REST APIs with Postman, basic JavaScript and Python

Tools: Git, Jira, Confluence, VS Code

EXPERIENCE

Marketing Technology Intern

Jan 2026 – Jun 2026

Digital marketing agency | Hyderabad

- Supported the analytics team in tagging three client websites with Adobe Tags, writing data elements and rules for page views and form submissions.
- Validated tracking with browser debugging tools and documented 40+ test cases, cutting rework in QA.
- Prepared weekly campaign reports in Excel and Power BI for two account managers.

PROJECTS

Retail customer data platform design (training capstone)

- Designed Profile and ExperienceEvent schemas for a fictional retailer: customers, web events and orders with line items.
- Defined the identity strategy (ECID, CRM ID, email) and merge policy so pre-login browsing would stitch to known customers after login.
- Specified three audiences, including a streaming 'browsed but did not buy in 24 hours' audience, and wrote the activation plan.

E-commerce data modelling and SQL

- Modelled a sample e-commerce dataset (customers, sessions, orders) in PostgreSQL and mapped it to XDM field groups.
- Wrote SQL to reproduce audience logic such as repeat buyers and lapsed customers, validating counts against expected results.

CERTIFICATIONS AND TRAINING

- Adobe Experience Platform hands-on training — TechStack Academy (2026)
- SQL for Data Analysis — online certification (2025)

EDUCATION

- B.Tech, Computer Science — 2025, 8.1 CGPA