Sneha Reddy

Adobe Journey Optimizer Developer

Hyderabad, India | sneha.reddy@example.com | +91 98765 43210 | linkedin.com/in/sneha-reddy-sample

PROFESSIONAL SUMMARY

Marketing automation developer with 5 years of experience, 3 in Salesforce Marketing Cloud and 2 building journeys in Adobe Journey Optimizer for banking clients. Skilled in event-triggered journeys, personalisation, offer decisioning and consent-aware messaging across email, SMS and push.

CORE SKILLS

Adobe Journey Optimizer: Journeys and campaigns, unitary and business events, Audience Qualification, custom actions, offer decisioning, business rules

Channels: Email (subdomain delegation, IP warm-up), SMS, push, in-app

Adobe Experience Platform: Profile, audiences, consent field groups, data governance labels

Other: Salesforce Marketing Cloud (Journey Builder, AMPscript), SQL, HTML/CSS, REST APIs

EXPERIENCE

AJO Developer Nov 2024 – Present

Leading private-sector bank (via IT services firm) | Hyderabad

- Built 12 live journeys including credit-card onboarding, loan application recovery and KYC reminders, using unitary events from the core banking system.
- Set up offer decisioning for the monthly statement email with eligibility rules and a fallback offer, increasing click-through by 18%.
- Applied consent checks, frequency-capping rules and governance labels so no restricted data reached marketing messages, passing the bank's compliance review.
- Integrated an external SMS provider through custom actions with capping to protect the provider's API limits.

Marketing Automation Developer Aug 2021 – Oct 2024

Insurance company | Hyderabad

- Developed policy-renewal and welcome journeys in Salesforce Marketing Cloud with AMPscript personalisation.
- Reduced renewal-reminder unsubscribes by 25% by adding preference-based send times.
- Migrated 40 email templates to a modular design system.

CERTIFICATIONS AND TRAINING

- Adobe Certified Professional — Adobe Journey Optimizer
- Salesforce Certified Marketing Cloud Email Specialist

EDUCATION

- B.Tech, Information Technology — 2021