Swapna Kumari Mamidi

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Professional Summary

- Senior Campaign Data & Data Analyst Expert with over Eight years of experience in designing, implementing, and supporting multi-channel marketing campaigns and analytics.
- Passionate about storytelling through data and driving decision-making across organizations by providing customer insights regarding online behavior to inform future B2C & B2B strategies.
- Demonstrated expertise in Media Mix Optimization and Attribution Modeling, along with a quantitative and data-driven mindset balanced with a customer-driven approach.
- Experienced in integrating and managing data to enhance customer relationship management and provide deeper insights into customer behavior and campaign effectiveness.

Work Experience

Six Flags

Sr Adobe Campaign & Data Analyst   *July 2022 – May 2025*

- Actively participated in team discussions to deliver key features for Marketing Campaigns.
- Worked as a Senior Developer working with Adobe Campaign, developing and optimizing campaign process using JavaScript and SQL procedures for ETL workflows.
- Worked on developing and executing different channel campaigns such as Email and Direct mail campaigns and Develop SQL procedures for metrics reporting, ensuring efficient data processing and analysis.
- Collaborate with Vendors to ensure seamless daily data transfers for marketing campaigns, ensuring data accuracy and availability.
- Responsible for troubleshooting, debugging, QA, and developing environments to integrate and validate Adobe tools for business-specific requirements.
- Created clear, visual performance reports using Power BI , helping business stakeholders quickly understand how campaigns were performing and where to optimize.

Ford Motor Company, Dearborn, MI

Sr Adobe Campaign Developer   *August 2017 - July 2022*

- Worked on multiple projects, including a multi-tenant environment in a single ACM for European clients and a new platform set up for business operations.
- Customize the ACM tool to meet business requirements within specified time frames and integrated development-driven activities to meet business needs.
- Developed a web application in Campaign for easy business preview access and conducted proof of concept on integrating Target and Analytics with Campaign.
- Used Agile methodology, creating and maintaining user stories and tasks in Rally to track feature progression within PI commitments.

Education

University of Central Missouri, *Master of Science in Computer Science*   *August 2017*

JNTU University, *Bachelor of Technology in Computer Science*

Technical Skills: SQL,PostgreSQL, Core Java, JavaScript, HTML, CSS, ACM, AAM, AEM, Adobe Target, Adobe Analytics, Teradata Database, Hadoop DB with ACM, MS SQL Server, JIRA, Rally, Visual Cron tool, GitHub, ETL, Navicat for PostgreSQL.