# SUNDEEP SHANDILYA

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## PROFESSIONAL SUMMARY

Campaign Business Systems Analyst with experience in campaign operations, marketing technology, Oracle SQL reporting, campaign setup, Generative AI fundamentals, and automation-driven validation workflows. Skilled in Adobe Campaign, Oracle SQL, AWS Console, AWS S3, Python, Streamlit, JavaScript, React.js, Node.js, Spring Boot, MySQL, MongoDB, Prompt Engineering, RAG concepts, AWS Bedrock, Amazon Q, OpenSearch, Athena, n8n workflows, and Responsible AI guardrails. Strong ability to translate campaign requirements into execution-ready workflows, validate campaign inputs, generate structured metadata, and build proof-of-concept tools that improve quality, efficiency, and campaign readiness.

## CORE COMPETENCIES

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| **Campaign & MarTech** | Adobe Campaign, Email Campaigns, SMS Campaigns, Campaign Setup, Campaign Operations, Modular Email Validation |
| **Business Systems** | Requirement Analysis, CSF Validation, Metadata Generation, Campaign QA, Workflow Optimization, Documentation |
| **Reporting & Data** | Oracle SQL, Reporting Queries, Audience/Data Validation, AWS S3, AWS Console, MySQL, MongoDB |
| **Generative AI & Automation** | Generative AI, Prompt Engineering, RAG Concepts, AWS Bedrock, Amazon Q, OpenSearch, Athena, n8n, Responsible AI Guardrails |
| **Automation** | Python, Streamlit, Excel Automation, Dynamic HTML Validation, Proof of Concept Development |
| **Development** | Java, JavaScript, C, React.js, Node.js, Express.js, Spring Boot, Redux, REST API Integration |
| **Tools** | Git, GitHub, MySQL Workbench, MongoDB Compass, VS Code |

## PROFESSIONAL EXPERIENCE

**Associate, Campaign Business Systems Analyst | Epsilon India | Current Role**

- Use Oracle SQL on a day-to-day basis for campaign reporting, data checks, audience validation, and campaign setup support.
- Support campaign business systems and marketing technology workflows across campaign setup, validation, reporting, and execution readiness.
- Build and enhance CSF Validation and Metadata Generation workflows using AWS Console, AWS S3, Python, and Streamlit to validate Campaign Submission Forms against ideal templates and generate structured metadata outputs.
- Developed a proof-of-concept automation tool to validate modular and dynamic email HTML outside Adobe Campaign, helping review modular structure, dynamic content logic, personalization placeholders, links, and HTML readiness before campaign execution.
- Apply GenAI learning across prompt engineering, AI-assisted validation, workflow automation, and responsible AI guardrail concepts to improve campaign readiness and operational efficiency.
- Collaborate with stakeholders to analyze campaign requirements, troubleshoot system/data issues, document findings, and improve campaign quality checks.

**Campaign BSA Intern | Epsilon India | Feb 2025 – July 2025**

- Built and supported ad-tech campaign workflows across email and SMS channels using Adobe Campaign.
- Maintained and analyzed large datasets using Oracle and AWS S3 to support campaign operations and conversion analysis.
- Performed campaign checks and supported execution activities to ensure quality, consistency, and timely delivery.

**Software Developer Intern | Jio Platforms Limited | June 2024 – Dec 2024**

- Developed and designed scalable user interfaces for Jio Games Esports using React.js.
- Integrated frontend components with backend workflows using Redux for improved application functionality.
- Contributed to reusable UI components and responsive design improvements.

## PROJECT EXPERIENCE

**CSF Validation & Metadata Generation Tool | AWS Console, AWS S3, Python, Streamlit, Excel Automation, Validation Logic**

- Built an automation-focused tool to compare Campaign Submission Forms against ideal templates and identify missing fields, mismatches, and metadata gaps.
- Used AWS Console and AWS S3-based workflows to manage input files and support structured validation and metadata generation.
- Generated cleaner validation outputs and metadata sheets to improve campaign readiness, review efficiency, and downstream analysis.

**Dynamic & Modular Email HTML Validation POC | Python, HTML Validation Logic, Dynamic Content Checks, Modular Email QA**

- Created a proof-of-concept automation tool to validate modular and dynamic email concepts outside Adobe Campaign.
- Checked modular HTML structure, dynamic content logic, personalization placeholders, links, and content blocks to identify issues before campaign build or execution.
- Improved pre-build review quality by enabling faster validation of dynamic modular email HTML components.

**The Homely Hub Web App | React.js, Node.js, Express.js, MongoDB, Redux Toolkit**

- Built a MERN-stack property booking platform for renting houses or rooms across different locations.
- Implemented dynamic UI, API integration, and database-driven features to support booking workflows.

**Expense Tracker | Spring Boot, React.js, MySQL**

- Developed an expense tracking application for individuals and small businesses to manage daily expenses.
- Applied MVC architecture, API integration, and MySQL-backed data storage.

## AWARDS & RECOGNITION

- 2025-H2 Dashing Debut Newcomer Award - Epsilon, Campaign FSO Team; recognized for coming up to speed quickly, strong work ethic, intellectual curiosity, commitment to excellence, and a positive attitude.

## EDUCATION

- B.E. Electronics & Communication Engineering | CMR Institute of Technology, Bengaluru | CGPA: 8.2 | 2025
- Pre-University Course - Science | Rajendra Vidyalaya, Jamshedpur | 84.80% | 2021
- SSLC | Rajendra Vidyalaya, Jamshedpur | 87.33% | 2019

## CERTIFICATIONS & LEARNING

- Platform Services – GenAI Foundations Program | Epsilon | 2026

Generative AI Fundamentals, Prompt Engineering, RAG Concepts, AWS Bedrock, Amazon Q, OpenSearch, Amazon S3, Athena, n8n Workflows, and Responsible AI Guardrails.

- Spring Boot - Udemy
- The Complete Web Development Bootcamp 2023 - Udemy
- Basics of C - Coursera
- Embedded Systems - Emertxe Technological Industries

## LEADERSHIP & ACTIVITIES

- Ethical RISC-V Hackathon organized by IIIT-Bangalore
- IEEE WordPress Seminar
- Member of TAQ Club
- Captain, College Cricket Team
- Professional Cricketer - Jamshedpur District Cricket Association (JSCA)