

Position: **Adobe Target Developer (Offshore)**

 Bengaluru, Karnataka- India



FACTSPAN

Factspan Overview:

Factspan is a pure play data and analytics services organization. We partner with fortune 500 enterprises to build an analytics center of excellence, generating insights and solutions from raw data to solve business challenges, make strategic recommendations and implement new processes that help them succeed. With offices in Seattle, Washington and Bengaluru, India; we use a global delivery model to service our customers. Our customers include industry leaders from Retail, Financial Services, Hospitality, and technology sectors.

Role Overview:

We are seeking a highly skilled and motivated Adobe Target Developer to join our team onsite. The ideal candidate will work closely with the client to understand their requirements, provide technical expertise, and collaborate efficiently with our offshore team to implement Adobe Target solutions. This role requires excellent communication skills, a strong technical background, and experience with Google Cloud Platform. The candidate must be able to work in a fast-paced environment and be client-focused to deliver exceptional results.

Responsibilities

- **Client Collaboration:** Work closely with the client to understand their business needs, gather technical requirements, and translate them into actionable Adobe Target development tasks.
- **Implementation of Adobe Target:** Design, implement, and optimize Adobe Target solutions to deliver personalized experiences and improve customer engagement.
- **Technical Analysis:** Analyze the client's technical environment, understand their current use of Adobe Target, and recommend enhancements and optimizations.
- **Onsite Coordination:** Collaborate effectively with the Onsite development team, Stakeholders to ensure smooth execution of projects. Provide technical guidance, review progress, and ensure timely delivery of high-quality solutions.
- **Campaign Development and Optimization:** Assist in developing, testing, and deploying targeted marketing campaigns, A/B tests, and personalization strategies using Adobe Target.
- **Integration with Adobe Marketing Cloud:** Ensure seamless integration of Adobe Target with other tools in the Adobe Marketing Cloud suite, including Adobe Analytics, Adobe Audience Manager, etc.
- **Client Support and Troubleshooting:** Provide support to clients for debugging, troubleshooting, and resolving issues related to Adobe Target.
- **Technical Documentation:** Prepare and maintain clear documentation for all technical processes, configurations, and integrations.
- **Project Management:** Assist in managing the project lifecycle, ensuring that deadlines are met, and the client's expectations are exceeded.

Required Skills and Qualifications:

- **Proven Experience with Adobe Target:** At least 2-3 years of hands-on experience working with Adobe Target, including setup, configurations, campaign management, and personalization strategies.
- **Strong Communication Skills:** Excellent verbal and written communication skills to effectively liaise with clients, offshore teams, and stakeholders.
- **GCP Knowledge:** Solid understanding of Google Cloud Platform (GCP) services (e.g., Google Cloud Storage, BigQuery, Pub/Sub) and how they integrate with Adobe solutions.
- **Client-Facing Experience:** Previous experience working in a client-facing role where you successfully managed relationships and understood their requirements.
- **Technical Expertise:** Strong experience with web technologies (HTML, CSS, JavaScript) and a good understanding of the Adobe Target API.
- **Problem-Solving Skills:** Ability to troubleshoot and resolve complex technical issues quickly & efficiently.
- **Project Delivery:** Ability to manage multiple tasks and deliver projects on time and within scope.
- **Team Collaboration:** Strong ability to work both independently and as part of a team, collaborating with onsite and offshore teams to ensure successful project execution.
- **Attention to Detail:** Ability to deliver high-quality work with attention to detail while adhering to best practices.

Preferred Skills:

- **Experience with Adobe Marketing Cloud** (Adobe Analytics, Adobe Audience Manager, etc.)
- **Experience in A/B Testing and Personalization Campaigns** using Adobe Target.
- **Experience with Cloud Platforms** (especially GCP) for integrating Adobe Target.
- **Experience with Agile Methodology** and project management tools like JIRA.

Qualifications:

- **Bachelor's degree** in Computer Science, Engineering, Information Technology, or related field.
- **Minimum 3-5 years of experience** in Adobe Target development, with at least 1-2 years in a client-facing role.
- **Strong experience with GCP** and how it integrates with marketing technologies.

If you are passionate about leveraging technology to drive business innovation, possess excellent problem-solving skills, and thrive in a dynamic environment, we encourage you to apply for this exciting opportunity.

Join us in shaping the future of data analytics & making a meaningful impact in the industry.

Why Should You Apply?



Grow with Us: Be part of a hyper-growth startup with ample number of opportunities to Learn & Innovate



People: Join hands with the talented, warm, collaborative team and highly accomplished leadership.



Buoyant Culture: Embark on an exciting journey with a team that innovates solutions everyday, tackles challenges head-on and crafts a vibrant work environment