Rakesh LanderiLogo, company name

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# Professional summary A highly skilled and result-oriented SFMC Developer with 4 years of expertise in designing and implementing comprehensive marketing automation solutions. Proven ability to collaborate with cross-functional teams to translate business needs into technical strategies, optimizing SFMC tools for enhanced customer engagement and ROL (Return on Investment). Skilled in data management, journey design, and automation, ensuring seamless delivery of business objectives.

# Techinical skills

* **Marketing Cloud:** Email Studio, Automation Studio, Journey Builder, Audience Builder & Content Builder, package manager, Query Studio Analytic Builder, Personalization Studio, Einstein.
* **SFMC - Postman**
* **Integration:** Marketing Cloud Connect.
* **Programming Languages:** Apex.
* **Web Development Technologies:** HTML, CSS.
* **Database Language:** SQL, SOQL.
* **Scripts:** AMP Script, JS.
* **Development Tools -** VS Code.
* **Project Management Tools –** JIRA, Miro, Confluence.
* **Salesforce Admin –** Data Modelling, Process Automation, Data Management, Data Security, Reports and Dashboards, Sales Cloud, Service Cloud.
* **Data Cloud**
* **AI Tools:** ChatGPT, Copilot, Study.new

# Professional Experience

* **ADP PRIVETE LIMITED**
* **Genpact Private Limited**
* **SUD Life Insurance Private Limited**
* **Reliance Retail Limited**

# Projects

Delivered **200+** journeys and **100+** email campaigns, each incorporating over 50+ activities using SFMC tools, ensuring optimized engagement and successful delivery across all campaigns.

## Project #1-

**Project Description –** Worked on the RUN (Small Business Service) project aimed at automating payroll, HR, and tax filing processes for small businesses. As part of the marketing automation team, I contributed to creating personalized email journeys in SFMC to engage small business owners. By leveraging targeted campaigns.

**Technology Used** - Salesforce.com, Exact Target (Email Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Journey Builder), Marketing Cloud Connect, Postman, Package Manager, Personalization Studio.

**Roles & Responsibilities**

* Designed and executed personalized email campaigns using SFMC’s Journey Builder.
* Managed Data Extensions (DE’s) and integrated Salesforce CRM for effective lead tracking.
* Implemented advanced AMPScript for dynamic content generation.
* Monitored customer engagement using “Click\_Tracking”, ensuring accurate follow-up for abandoned leads.
* Resolved API and soft error and delivery issues for seamless campaign performance.

## Project #2-

**Project Description –** Workforce Now (WFN) is an integrated HR, payroll, and talent management platform for mid-sized businesses. In this project, I worked on creating data-driven marketing campaigns within SFMC to boost customer engagement and lead generation. The campaigns were personalized based on customer behaviour, helping clients understand the full capabilities of the WFN platform and driving user adoption.

**Technology Used** - Salesforce.com, Exact Target (Email Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Journey Builder), Marketing Cloud Connect, Postman, Package Manager, Personalization Studio.

**Roles & Responsibilities**

* Developed tailored customer journeys in SFMC to promote WFN’s features.
* Synced and maintained DEs between SFMC and Salesforce for accurate targeting.
* Implemented Click\_Tracking to monitor engagement and improve email performance.
* Triggering leads immediately after user engage to email messages via could page and APIs.
* Automated recovery of abandoned leads through personalized follow-up campaigns.
* Collaborated with teams to maintain data accuracy and resolve campaign-related issues.

# Certifications

Marketing cloud Admin Credential ID: 2531205

Marketing cloud Email Specialist Credential ID: 2639782

# Education

* JNTU-H, Btech-2018 (pass out)