Shanmukha Nalla

Salesforce Marketing Cloud Developer | Email Marketing Specialist | Marketing Automation Specialist

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SUMMARY

Experienced Salesforce Marketing Cloud Developer with 4 years of software development expertise, including almost 3 years specializing in Salesforce Marketing Cloud. Proven ability to enhance email campaign performance (25% higher open rate, 15% improved click-through rate), create user-specific Cloud Pages (30% engagement increase), and integrate APIs (40% data processing time reduction). Expertise in optimizing data extension management (50% database efficiency increase) and refining audience segmentation (35% conversion rate increase). Implemented AI-enhanced audience segmentation and predictive analytics in cross-cloud campaigns, driving a 20% increase in lead generation efficiency. Seeking a challenging role to leverage skills and contribute to innovative marketing solutions.

SKILLS

- **Salesforce Marketing Cloud:** Email Studio, Content Builder, Journey Builder, Automation Studio, Data Extensions, Segmentation, Audience Builder, Cloud Pages, Connect, MobileConnect, A/B testing.
- **Email Development:** JavaScript, HTML, CSS, NodeJS, AMPscript, Marketo, HubSpot, Pardot.
- **Automation:** SQL, Segmentation, Server-Side JavaScript.
- **Other Skills:** Java, Python, C++, Git, JSON, REST, SOAP, XML, Excel, Documentation, Dreamweaver, Adobe Marketing Cloud, AWS.

EXPERIENCE

Web Developer | Marist University | Poughkeepsie, NY   September 2024 – May 2025
- Engineered 200+ content blocks and web pages, enhancing analytics and SEO by 20%, and improving data tracking capabilities.
- Streamlined website content with Liferay CMS, boosting site traffic by 15%.
- Revamped quality assurance workflows, reducing errors by 30% and improving efficiency by 60%.

Software Developer Intern | Radical AI | New York City, NY   June 2024 – September 2024
- Designed and deployed user-facing and server-side features for ReX AI, achieving 25% faster page loads.
- Configured over 70 digital assets, optimizing the user interface, resulting in 25% faster page loads, and streamlining content migration.

Salesforce Marketing Cloud Developer | Merkle | Bengaluru, India   June 2022 – July 2023
- Managed 100+ marketing campaigns using Journey Builder and Automation Studio, resulting in a 10% increase in email engagement rates through enhanced targeting and personalized content.
- Architected sophisticated Data Models for Subscriber Data maintenance, enhancing data organization by 30% and improving targeted marketing precision by 25% through SQL Query segmentation of synchronized Data Extensions.
- Created a custom preference center using AMPscript, increasing preference submissions by 20%.
- Build 30+ Cloud Pages using AMPscript and Server-Side JavaScript (SSJS) for ecommerce customer engagement.
- Applied expertise in JSON, HTTP, SOAP, and REST within integration processes, elevating data connectivity and communication efficiency between Salesforce Marketing Cloud and external systems by 40%, resulting in a 20% reduction in data transfer time.

Salesforce Marketing Cloud Email Specialist | Merkle | Bengaluru, India   January 2022 – June 2022
- Created and Orchestrated data-driven campaigns using Automation Studio and Journey Builder, showcasing proficiency in advanced marketing automation tools and strategic customer engagement, boosting opens rates over 15%.
- Independently developed and Delivered 50+ highly personalized, responsive email templates for Volkswagen Group using AMPscript, HTML, CSS, and JavaScript with increasing click-through rates by 12%.

Salesforce Marketing Cloud Intern | Verzeo | Bengaluru, India   April 2021 – August 2021
- I completed over 50 Salesforce Trailhead badges and implemented 10 hands-on projects, increasing productivity by 30%.

EDUCATION

Master of Science degree: Marist University | Poughkeepsie, NY | GPA: 3.7   **August 2023 – May 2025**
Bachelor of Technology degree: IIITDM | Jabalpur, India | GPA: 3.7   **August 2018 – May 2022**

PROJECTS

- **Dutchess County Bus Management System:** Implemented Dutchess County Bus Management System, enabling real-time bus tracking with **100%** operational accuracy for 100 buses, improving transportation efficiency. **Technologies**: Python, MySQL.
- **Age Sign Detection:** Constructed a machine learning application showcased AI and image processing expertise by developing a facial recognition system with **95%** accuracy, processing **1000+** images per minute. **Technologies:** Python, TensorFlow, OpenCV.
- **Contact Deletion Automation:** Automated a one-click contact deletion process in Salesforce Marketing Cloud using SSJS, increasing instance efficiency by **20%** and reducing manual data management time by **75%. Technologies:** SSJS, Salesforce Marketing Cloud.

CERTIFICATIONS

- **Salesforce Marketing Cloud Developer** (Salesforce).
- **Salesforce Marketing Cloud Email Specialist** (Salesforce).
- **Salesforce Certified AI Associate** (Salesforce).
- **Python (**NPTEL).
- **Machine Learning Engineer** (Verzeo).