

Shanmukha Chowdary Nalla

Software Developer | Marketing Cloud Developer | Data Analytics.

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PROFESSIONAL SUMMARY

Experienced Software Developer and Marketing Cloud Developer with 2 years of expertise in full-stack development, AI applications, and data analytics. Skilled in multiple programming languages including Java, JavaScript, and Python, with proficiency in Salesforce Marketing Cloud, machine learning, and data visualization. Demonstrates a strong track record of problem-solving, adaptability, and attention to detail across various roles, from software engineering to marketing cloud development and data analysis.

AREA OF EXPERTISE

Professional Skills: Problem-solving | Decision-making | Adaptability | Attention to Detail

Technical Skills: Java | JavaScript | Python | Machine Learning | SQL | MySQL | HTML | CSS | REST APIs | React.js | Node.js | Firebase | Data Visualization | Excel | Report Analysis | Landing pages | Quality Assurance | Documentation.

PROFESSIONAL EXPERIENCE

Software Engineer Intern, Radical AI | New York City, NY June 7th, 2024 – Sep 2024

As a Software Developer I engage in full-stack development, crafting both the user-facing elements and server-side logic of AI applications using cutting edge technologies.

Marketing Cloud Developer / Data Analyst, Merkle | Bangalore, India Jan 2022 – July 2023

Started as a Data Science Intern at Merkle for the Asics client, focusing on crawling data analysis and reporting. Progressed to the Salesforce Marketing Cloud team, managing the Volkswagen client independently with responsibilities in personalized email development, campaign management, and SSJS for data pulling. Acquired expertise in Adobe and Acoustic platforms during a client migration.

Machine Learning Engineer Intern, Verzeo | Bangalore, India April 2021 – July 2021

Developed diverse data skills through various projects with thorough documentation. Earned Machine Learning and Python certifications, enhancing project outcomes.

CERTIFICATIONS

Salesforce Marketing Cloud Developer - Salesforce

Salesforce Marketing Cloud Email Specialist - Salesforce

Machine Learning Engineer - Verzeo

Python - NPTL