

ARJUN BHARATH SR

Salesforce Developer • Thiruvananthapuram • +91 80894533721

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SUMMARY

Salesforce Marketing Cloud Developer with 1+ year of experience in email marketing, automation, and personalization. Skilled in AMPscript, Journey Builder, and Automation Studio to enhance customer engagement and campaign performance.

WORK EXPERIENCE

G10X Technology Private Limited – Infopark, Kochi, Kerala (2024 - Present)

Software Engineer

Apr 2025 – Present

- Developed and customized email templates in Salesforce Marketing Cloud (SFMC) to support personalized marketing campaigns.
- Worked on Journey Builder to design and automate customer engagement workflows.
- Collaborated on API integrations and automation calls to streamline marketing processes and improve campaign efficiency.

Associate Software Engineer

Mar 2024 – Apr 2025

- Performed Salesforce Marketing Cloud testing with a focus on SFMC Personalization features.
- Ensured accuracy and quality of marketing campaigns through detailed validation and testing processes.

QUEST Innovative Solutions (2022-2023)

Java Full Stack Web Developer Trainee

May 2023 – Jan 2024

- Developed and maintained responsive websites using Java, Spring Boot, and front-end technologies like HTML, CSS, and JavaScript
- Built multiple full-stack projects showcasing strong skills in both back-end logic and front-end design.

CERTIFICATIONS

- Salesforce Certified Marketing Cloud Email specialist 2025
- Salesforce Certified Agentforce Specialist 2025
- Salesforce Certified AI Associate 2025
- Oracle Certified Generative AI professional 2025
- Oracle Certified OCI Data Science Professional 2025

EDUCATION

- B.tech in Computer Science – APJ Abdul Kalam Technological University, 2019
- Senior Secondary (Computer Science) – St.Mary's HSS Pattom, 2017

SKILLS

- Hard Skills:** Salesforce Marketing Cloud, AMPscript, SQL, HTML/CSS, Journey Builder, Automation Studio, Email Campaigns, Personalization
- Soft Skills:** Problem-Solving, Communication, Time Management, Collaboration, Adaptability.