

# ARJUN BHARATH SR

Salesforce Developer • Thiruvananthapuram • +91 80894533721

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## SUMMARY

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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

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### 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

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- 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

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

## SKILLS

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- **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.