

# CURRICULUM VITAE

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## Govindaraja M P

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### OBJECTIVE

To serve a well-established organization in a challenging role by contributing to its growth, efficiency and profitability, by professional management of assigned areas and improving return on investment whilst adapting to the company culture to build a sustainable long-term relationship.

### EXPERIENCE

**Nagarro**

Jaipur

#### Associate Salesforce Consultant (Sep 2021-Present)

- Creating Emails & Templates in Content Builder.
- Creating Dynamic Email Templates in Content Builder.
- Creating User-Initiated Email (Send Email Activity – Automation Studio) for one-time send and later used in Automations send configuration.
- Creating Trigger send email sends using cloud pages.
- Writing AMPScript Personalization code in Emails.
- Create lists or data extensions to store subscriber's data and to segment subscribers. Using groups and data filters to further segment subscribers.
- Creating the A/B test sends using subject lines, preheader & content blocks.
- Creating Automation Activities (Filter Activity, Send Email Activity, import, File transfer, Data extract).
- Creating Scheduled & File drop Automations.
- Creating File Locations for File Drop Automations.
- Created a Journey that runs for 30 days by using Decision split, Engagement Split, Exit Criteria & Goal
- Created a Journey using Data extension & salesforce data entry sources.
- Created a Journey with Wait activity, Different split activities & join the activity.
- Configured Marketing Cloud Connect for 2 accounts

## PROJECTS

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|------------------|---|---|
| Project name     | : | India's leading peer to peer lending marketplace  |
| Client           | : | Fintech   |
| Description      | : | Designed and developed personalized SMSs and notifications & Email Templates for brand marketing using Mobile Studio & Email studio   |
| Technology Stack | : | Content Builder, Contact Builder, Journey Builder, Email Studio, Automation Studio  |
| Responsibilities | : | <ul style="list-style-type: none"><li>▪ Developed Personalized SMS's and notifications using Mobile Studio</li><li>▪ Integrating the SMSs and notifications in email journey in Journey Builder</li><li>▪ Configured Marketing Cloud Connect for 2 accounts.</li><li>▪ Used Mobile Push to send notifications • Email design with HTML, CSS</li><li>▪ Creating Dynamic Email Templates in Content Builder</li><li>▪ Created a journey that runs for 30 days by using Decision split Engagement Split, Exit Criteria &amp; Goal</li><li>▪ Creating the A/B test sends using subject lines, preheader &amp; content blocks.</li><li>▪ Writing AMP Script Personalization code in emails</li></ul> |
  
- |                  |   |  |
|------------------|---|--|
| Project name     | : | Automobile Industries  |
| Client           | : | Automobile Industries  |
| Description      | : | Designed and developed personalized SMSs and notifications & Journey Configuration.  |
| Technology Stack | : | Content Builder, Contact Builder, Journey Builder, Email Studio, Automation Studio   |
| Responsibilities | : | <ul style="list-style-type: none"><li>▪ Developed Personalized SMS's and notifications using Mobile Studio</li><li>▪ IP warming</li><li>▪ Configured Marketing Cloud Connect for 2 accounts.</li><li>▪ Integrating the SMS and notifications in email journey in Journey Builder</li><li>▪ Personalization and Data segmentation using Amp Script</li><li>▪ Data ingestion using API</li><li>▪ Creating Dynamic Email Templates in Content Builder</li><li>▪ Creating the A/B test sends using subject lines, preheader &amp; content blocks.</li><li>▪ Utilizing the HTML template provided by the Email development team. and updating the URLs with the Cloud Page for email verification (coded with AMP Script for updating the data extension)</li></ul> |

- **Project name** : Financial and banking
- Client** : Financial and banking
- Description** : Designed and developed personalized SMSs and notifications & Journey Configuration.
- Technology Stack** : Content Builder, Contact Builder, Journey Builder, Email Studio, Automation Studio
- Responsibilities** :
  - IP warming
  - Created a journey using Data extension & salesforce data entry sources
  - Configured Marketing Cloud Connect for 2 accounts.
  - Creating File Locations for File Drop Automations
  - Personalization and Data segmentation using Amp Script
  - Data ingestion using API.
  - Creating Dynamic Email Templates in Content Builder
  - Creating the A/B test sends using subject lines, preheader & content blocks.

### SALESFORCE MARKETING CLOUD

Email Studio	Tabs: Overview, Content, Subscriber, Interaction, AB Testing, Tracking. Subscribers: All Subscribers, Lists, Data Extension, Data filters. Interactions: User Initiated Email, Trigger Send.
Automation Studio	Starting source: Schedule and File Drop Activities: Send Email, Import File, File Transfer, Data Extract, SQL Query, Filter, Wait, Verification.
Journey Builder	Types: Multistep Journey and Transactional Send Journey. Entry Source: Data extension, Salesforce, API, Cloudpages, Events. Flow Control: Wait, Split, Path optimiser, Join.
Content Builder	Creation of Text email, HTML email, Template and Dynamic content. Validation, Preview and Test Send.
Contact Builder	Data Designer, All Contact, Data Extensions, Contact Configuration.
Web Studio	Creating Landing pages like getting data from form in to Data extension, Smart Capture, Converting JSON data in to Normal Data to use personalize communications.
Mobile Studio	Creating SMS and push notification
Analytics Builder	Based on User Interaction getting the report.

## **SKILLS**

- Web Programming languages: Python, HTML & CSS.
- Salesforce Programming languages: AMPScript.
- Tools Used: Dreamviewer

## **CERTIFICATIONS**

- Salesforce Certified Marketing Cloud Email Specialist.
- Salesforce Certified Marketing Cloud Administrator.
- Salesforce Associate

## **EDUCATION**

**UNIVERSITY OF MYSORE**

*MASTER OF COMPUTER APPLICATION (MCA)*

Mysuru, KA

2017 –2020

## **STRENGTH**

- Good team player, Goal Oriented, Ability to tackle critical Conditions.
- Ability to learn new things quickly.
- Strong Planning and Coordinating abilities.
- Motivated, Efficient and Reliable.

## **DECLARATION**

I hereby declare that the above-written particulars are to the best of my knowledge, and I bear the responsibility for the correctness of the mentioned particulars.