Tarakeswara Rao Koncha

Salesforce Marketing Cloud Specialist

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Professional Summary

Dedicated professional with nearly 4 years of experience, including 3+ years specializing in Salesforce Marketing Cloud development. Expertise in Email Studio, Journey Builder, and Automation Studio design, development, implementation, and enhancement. Proficient in delivering end-to-end solutions, integrating Salesforce Marketing Cloud with external systems, and ensuring real-time data synchronization. Skilled in managing email campaigns and user roles. Adept at using SQL, HTML, and CSS. Known for strong analytical, troubleshooting, and problem-solving skills.

Experience

Selah Digital   (Mar'24 to till date)

Role: Salesforce Marketing Cloud Specialist

Health Care Client: (B2C)

- **Email and SMS Campaigns:**
  Created and managed email and SMS campaigns in 10 languages, customized to patient preferences. Ensured content was culturally appropriate and accurately translated to increase engagement. Developed SQL queries to extract patient data for targeted campaigns with automated processes. Designed email and SMS templates for consistent and impactful communication across all channels.
- **Campaign Management:**
  Managed complex campaign portfolios including 3 Value-Based Care campaigns, Auto Outreach SMS campaigns, and Annual letter Email SMS campaigns targeting routine check-ups and health assessments.
- **Data Analysis and Dashboard Creation:**
  Pulled and analyzed patient data based on visit history and health records to tailor campaigns effectively. Developed and maintained a dashboard within SFMC to track entry counts, patient engagement metrics, and campaign performance, enabling real-time monitoring and setting up goal criteria for campaigns.

Jewellery Support Client: (B2C)

WhatsApp Campaigns:

Executed targeted WhatsApp campaigns using Salesforce Cloud data entry sources across 5 different stores. This included campaigns with personalized messaging to enhance customer experience and sales.

- **New Account Registrations:** Automated messaging for welcoming new account holders.
- **Order Confirmations:** Personalized messages to confirm and update customers on their orders.

Campaign Design and Execution:

Designed and implemented various marketing campaigns including:

- VIP Customer Engagement
- New Product Announcements
- No-Show Reminders
- Holiday Wishes

Internal Project:

API Integration: Collaborated with the Salesforce development team to integrate Rippling with Salesforce CRM. Mapped fields in Salesforce CRM to ensure seamless data flow. Integrated Salesforce CRM with Marketing cloud. Setup a campaigns like Joining emails, Birthday event, Work anniversary etc..

Webinar Event: Created a landing page with registration form for the webinar. Designing and implemented email campaigns for the webinar event.

Tech Mahindra (Oct '21 till Mar'24)

Role: SFMC Campaign Specialist
Client: GSK (B2B)
Responsibilities:

- Managed day-to-day operations of Salesforce Marketing Cloud (SFMC), ensuring smooth and efficient platform performance.
- Involved in Automation and multi-channel Journeys including personalized email
- Created multistep automation for email send, data import from Synchronization data
- Developed modular email templates with reusable components, streamlining the email creation process.
- Utilized HTML and CSS to design and implement branded email templates. Testing emails in the litmus tool
- Configured emails, cloud pages, and journeys, with a focus on using AMP Script for dynamic content and personalization.
- Developed and deployed A/B testing strategies to refine email campaign effectiveness and improve engagement metrics.
- Leveraged data views and tracking tools within SFMC to monitor email performance metrics such as open rate click rate.
- Created and optimized SQL queries and data filters for precise audience segmentation and targeting.

KeyfillLight (May '21 till Sep '21)

Role: UI Front End Developer
Responsibilities:

- Developed responsive and user-friendly web applications using HTML5, CSS3, and JavaScript.
- Collaborated with design teams to ensure optimal performance across various browsers and devices.
- Created seamless web applications adaptable to different screen sizes and devices.
- Established an online portfolio showcasing completed projects.

Projects:

- Keyfilllight.com
- RND Groups
- FaithBook
- Apps Unveiled Magazine

DesIDEA Software Technologies Pvt Ltd(INTERN) (Jan '21 till Mar '21)

Role: UI Front End Developer
Responsibilities:

- Developed responsive and user-friendly web applications using HTML5, CSS3, and JavaScript.
- Collaborated with design teams to ensure optimal performance across various browsers and devices.
- Created seamless web applications adaptable to different screen sizes and devices.
- Established an online portfolio showcasing completed projects.

Project:

- DesIdea Website

Education

Bachelor's Degree in BSc Computers
Dr. Lankapalli Bullayya College, Visakhapatnam – 2016

Certifications and Achievements

- Salesforce Cloud Email Specialist.
- Salesforce Marketing Cloud Admin
- Salesforce Associate.
- Best Performance Award for the year 2022 in Tech Mahindra.

Skills

Salesforce Marketing Cloud Skills:
- Email Studio
- Journey Builder
- Automation Studio
- Data Extensions
- Contact Builder
- Content Builder
- Email Deliverability
- Email Campaign Management
- A/B Testing Strategies
- Multi-step Automation
- Real-time Data Synchronization

Web Development Skills:
- HTML
- CSS, Bootstrap
- JavaScript, SQL
- Photoshop
- Web Development

Declaration

I hereby declare that the information furnished above is true to the best of my knowledge.