

SHREEDEVI N

Senior Software Engineer at VFISLK Global solutions lmt Bangalore

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CAREER OBJECTIVE

To work in a professional world driven environment where I can utilize and apply my knowledge, skills which would enable me to grow while fulfilling the organizational goals

PROFESSIONAL OVERVIEW

- ❖ Senior Software Engineer with 4.9 years of experience in Digital Marketing primarily in the area of Digital campaign management in various digital marketing tools and multiple projects simultaneously like Salesforce marketing Cloud for 4 years, for 1 year, IBM Unica Campaign, Watson Campaign Automation and Adobe Campaign cumulatively for 1 year.
- ❖ Hands on experience in programming including HTML, Javascript, XML ,Ampscript and MYSQL
- ❖ Experience in Software development and testing phases including Requirement gathering, design Document, implementation and campaign deployment, Test plan creation, defect reporting etc.
- ❖ Professionally certified in Watson Campaign Automation and Adobe Campaign
- ❖ Experience in Customer Relationship Management (CRM) methodologies and worked on Agile methodologies
- ❖ Have done internship on HTML skillset in developing 70 email campaigns in the duration of 2 months and deploying the email campaigns in various Marketing tools like mailchimp, active campaign, sendinblue, constant contact.
- ❖ Involved in different phases like Requirement gathering, email solution, data design and SFMC solution design.

WORK EXPERIENCE

VFI SLK Global SOLUTIONS INDIA PVT. LTD, BANGALORE

PROJECT 1: LEADING AMERICAN RETIREMENT SERVICE COMPANY

Role: Senior SFMC Developer

Requirement gathering, Solution design ,Data design and SFMC solution design for the client Requirement in SFMC platform

- Gather business requirements and provide marketing campaign recommendations
- Creating the content document based on the requirement and confirming the same with the client
- Designing the blueprint according to the requirement and getting the sign off from the client to proceed with the development
- Developing the required build in the SFMC
- Unit testing of the build and helping the QA team with testing
- Authoring Business requirement and Technical specification documents with detailed project phase developments
- Design various customer journeys in SFMC
- Provide solution design based on best practices and participate in code review sessions
- Integration with external systems with robust data model in SFMC
- Development of Email campaigns in SFMC and testing manually
- Troubleshoot campaign technical issues.

- Creating the Data extensions for storing the data based on business requirement
- Configured the form with Landing page in SFMC
- Developed Ampscript code and JavaScript in email templates and landing pages to fetch details based on business requirement
 - Created a journey to have flow of events based on the customer reaction which may include in creating the task in the sales cloud or cases in service cloud etc
 - Also worked on the marketing cloud connect to integrate with salesforce service and salesforce sales cloud i.e salesforce.com
 - Involved in setting up objects in SFMC to transfer data from SFDC to SFMC
 - Also involved in using of the brand customization concept where I have coded Email template with Ampscript code to fetch the client specific logo ,text color, logo color images related to their sub-brands

COGNIZANT TECHNOLOGY SOLUTIONS INDIA PVT. LTD, BANGALORE

PROJECT 1: LEADING AMERICAN PHARMACEUTICAL COMPANY

Role: SFMC Developer

Design, develop and execute Email campaigns and warming up multiple IP's in SFMC platform

- Gather business requirements and provide marketing campaign recommendations
- Authoring Business requirement and Technical specification documents with detailed project phase developments
- Design Ramp-up plan for warming up multiple IP's in SFMC
- Design various customer journeys in SFMC
- Provide solution design based on best practices and participate in code review sessions
- Integration with external systems with robust data model in SFMC
- Development of Email campaigns in SFMC and testing manually
- Troubleshoot campaign technical issues.
- Creating the Data extensions for storing the data based on business requirement
- Configured the form with Landing page in SFMC
- Developed Ampscript code and JavaScript in email templates and landing pages to fetch details based on business requirement
 - Created a journey to target the Medical Representatives and the Healthcare Professionals through email channel.
 - Integrating SFDC and involved in setting up objects in SFMC to transfer data from SFDC to SFMC

PROJECT 2: INDIGO AIRLINES

Role: Campaign Developer(SFMC)

INDIGO AIRLINES is a travel agency. Real Time campaigns were created to target the customers based on their activities like ticket booking, canceling and etc, also triggering the offer related campaigns using SFMC.

- Creating DE, web forms, Automations, Journey builder, Data Relationship in contact builder Email templates, code snippets
- Monitoring the RT automations and if any failure, then rectify the issue by debugging it
- Involved in creating the Automation to send the report on various campaign to the business
- Also involved in using of the brand customization concept where I have coded Email template with Ampscript code to fetch the client specific logo ,text color, logo color images related to their sub-brands

- Have created support document for Itinerary email support which will be handed over to IndiGo team. So they can follow the steps in case of any issue in production

PROJECT 3: BUS TICKET RESERVATION SYSTEM (BTRS)(POC)

Role: Developer

BTRS is used for managing the activities of a travel agency. Cancelling Tickets use case will be used by administrators to cancel the tickets for the customer into the system. System should check ticket information for cancellation, calculates the amount for the refund and store details in the system.

- Gather business requirements and planning the timelines
- Development of project features and enhancements. Implemented coding in Java
- Writing JavaScript and involved in the programming of cancelling tickets module
- Coordinating in various functional and technical discussions with the team
- Manual testing of developed pages and involved in bug fixes and error handling

PROJECT 4: LOYALTY INTEGRATION

Role: Campaign Developer(Unica and WCA IBM Watson Campaign Automation))

Design, develop and execute email campaigns on IBM Unica and Oracle Responsys Platforms. Generating Test plan and testing the campaigns.

- Gather business requirements and translate it to campaigning solutions
- Coordination with onsite and third party vendors for day-to-day activities
- Authoring the Business Requirement Document with detailed project phases
- Preparing set of test cases for the developed campaigns and reporting defects
- Triggering Email and SMS campaigns using WCA

PROJECT 5: LEADING INDIA BASED PREMIUM RETAILER

Role: Campaign Developer (IBM Watson Campaign Automation)

Design, develop and execute Email, SMS and mobile push campaigns in Watson Campaign Automation (WCA). Creating Test plans and executing Test cases.

- Gather business requirements and translate it to campaigning solutions
- Flowchart development for campaigns
- Development of Promotional Email and SMS campaigns using add-on applications of WCA like Automated Message groups, programs etc
- Key Developer in implementing 100+ Transactional usecases across Email and SMS channels for different brands.
- Authoring Technical Specification Document (TSD) with detailed project phases
- Training the client team about different project phase developments
- Ramping up new joiners in the team
- Completed all 4 levels of WCA certifications
- Manually testing the developed campaigns and handling different errors

PROJECT 6: LEADING SINGAPORE BASED PREMIUM RETAILER

Role: Campaign Developer (SFMC)

Design, develop and execute Email campaigns in SFMC. Creating Test plans and executing Test cases.

- Gather business requirements and translate it to campaigning solutions
- Development of Email campaigns in SFMC using add-on applications of SFMC
- Manually testing the developed campaigns
- Authoring Runbook document with detailed project phase developments

PROJECT 7 : Florida Power & Light

Role: Campaign Developer (Unica, Watson Campaign Automation , Adobe Campaign)

Florida Power & Light Company is the largest energy company in the United States as measured by retail electricity produced and sold, serving more than five million customer accounts or an estimated 10 million+ people across the state of Florida. We were initially involved in creating flowcharts in Unica and email templates in WCA for Promotional and Transactional Campaigns and also involved in migrating the Marketing tool from unica and WCA to adobe Campaign for Transactional Communications and also involved in support activities

- Creating the flowcharts , user variables in unica and database , relational tables, jobs and automated email templates
- Integrating unica with WCA through batch scripts.
- Supporting Runtime FC in unica and gathering reports in WCA.
- Converting the data tables and relational tables of unica campaign to Schemas, views on DB
- Converting all the flowcharts of unica campaign to data loading workflows, targeting workflows and web application workflows
- In WCA part we used to convert all databases and relational tables to Data schemas and landing Pages as web pages also the forms as web forms and finally the email templates as Email delivery in adobe Campaign
 - Monitoring the RT workflows and if any failure, then will alert the respective team
 - Generating hourly reports for RT campaigns and will send the reports to FPL team on time.
- Will check the error rate of the campaign and if it exceeds the limit will analysis and alert the respective team.
- Have created support document for Itinerary email support which will be handed over to FPL team. So they can follow the steps in case of any issue in production

TECHNOLOGIES

- **Programming Languages** : C, C++ and Core Java
- **Digital Marketing Tools** : Unica, WCA, SFMC, Adobe
 - ✓ **Unica Application:** Database, flowchart handling, interact.
 - ✓ **Adobe Campaign:** Email Delivery, Input Forms, Javascript, Workflow, Web Page.
 - ✓ **SFMC Application modules:**
 - **Studios:**Email Studio, Web Studio, Automation Studio
 - **Platforms:**Journey Builder, Content Builder, Audience Builder
 - **Integrations:**Trigger Sends,Salesforce sends
 - **Coding Language:**Ampscript, SQL,HTML,CSS
 - **Brand customization:** Fetching the logos or other details of client if they have sub brands using Ampscript
 - ✓ **Watson Campaign Automation:** Database, Email, SMS, Automation, Programs, Transactional Campaigns ,Landing Pages.
- **Database** : MySQL
- **Web Technologies** : HTML, JavaScript, XML and JSON
- **Others** : REST and SOAP web services

CERTIFICATIONS

- Professionally certified on four levels of WCA/IBM Marketing Cloud- Fundamental, Intermediate, Integration and Professional Levels
- Professionally certified on Adobe Certified Expert - Adobe Campaign Classic Developer
- Professional certificate for internship from xboom in developing the 70+ email templates using HTML, CSS and deploying the email templates in different marketing tools for the duration of 2 months.

AWARDS AND RECOGNITIONS

- **Associate of the Quarter** in Cognizant for commitment and contribution towards the projects

ACADEMIC PROFILE

Bachelor of Engineering (BE)

Branch : Electrical & Electronics Engineering (EEE)
Institution : M.S.Ramaiah Institute Of Technology (MSRIT), Bangalore
Duration : 2011-2015
Percentage : 84.30%

Pre-University Education (10+2)

Institution : Hymamshu Comp PU college, Malleswaram, Bangalore
Duration : 2010-2011
Percentage : 66.55%

SSLC (10)

Institution : M.S.Ramaiah Vidya Nikethana, Bangalore
Duration : 2008-2009
Percentage : 83.52%

PERSONAL DETAILS

Date of Birth : 12/05/1993
Gender : Female
Father's name : Narayana H
City of Residence : Bangalore
Languages Known : English, Kannada, Telugu and Hindi

