



Pravallika Anthati
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Summary:

To establish myself as a Marketing Email and Automation Specialist, associate with organization that provides a promising Career Path and growth and offer my services to quality to the best of my abilities.

Professional Experience:

- An enthusiastic, self-motivated IT professional with **5.5 years** of experience.
- **Certified as Salesforce Marketing Cloud Email Specialist.**
- **Certified as Salesforce Marketing Cloud Consultant.**
- Good working experience in **Salesforce Marketing Cloud (ExactTarget)** tool.
- Working knowledge in build and configuration of Business Units, Data Extract, file transfer, Import, Data Extensions, Contact builder, Audience builder, **Automation studio and Journey builder** in the account.
- Good working experience in **Amp script** for personalizing the emails or landing pages.
- Writing AMP Script to validate and update the customer information from Data Base.
- Worked on REST API calls.
- Hands on experience in dealing with huge volume of data.
- Involved in the Data Analysis, Campaign Planning, Campaign Management, and Customer Life Cycle Management including Segmentation and Process Automation etc.,

Technical Skills:

Tools	ExactTarget (SFMC), Litmus, JIRA
Languages	SQL, HTML, Amp script

Education:

B.Tech from **SRM University**, Chennai, TN in 2017.

Intermediate from **Narayana Junior College**, Nellore, AP in 2013.

SSC from **DR.SRK School**, Nellore, AP in 2011.

Current Role: Signature success Engineer at Salesforce.com, India

Company	Salesforce.com
Industry	IT
Team size	14
Technology and Tools Used	SFMC, SQL and AMP Script, Backend tools

Role and Responsibilities:

- Designing and conceptualizing customer engagement journeys for different customer use cases using Journey Builder, Automation Studio, Email Studio and Contact Builder in Salesforce Marketing Cloud.
- Also created dynamic templates to be used in email campaigns and successfully integrated Marketing Cloud.
- Implementing various queries on Workbench to get the clients sync jobs resolved.
- Trained a team size of 8 in Salesforce Marketing Cloud and with basic Salesforce Configuration and troubleshooting tactics.
- Creating Unique Customer Journey by using Journey Builder and measure the engagement activity of each customer uniquely.
- Worked on POC for the email deliverability.
- Worked on Salesforce- Marketing Cloud Email Template Designing, Journey Builder, Contact Builder, Automation Studio, Mobile Studio.
- Also extensively worked in creation of emails using HTML template, adding personalization using AMP scripts, Subscriber Management and execution of the Campaign using Automation Studio.
- Changing hyperlink and image source in HTML pages and adding tracking code in HTML pages.
- Configuring triggers, import and export.
- Creating UI, DE's, Automation studio's workflow to automate jobs, creating data import, export and extract, Business Unit, Sender profile, User, Assigning role and responsibility of users.
- Predictive analysis with the help of tracking details.

Project #3:

Company	IBM
Industry	Banking
Team Size	7
Technology and Tools Used	Salesforce Marketing Cloud

Role and Responsibilities:

- Responsible for developing Email campaigns on a sprint basis and also allocating the campaigns to the team based on the priority level.
- Create automations aligning to client's requirement with Scheduled or File-drop to send out the email campaigns.
- Involved in debugging, testing the emails, and ensuring issues are fully resolved before moving them to QA.
- Creating and curating knowledge content.
- Demonstrating the ability to research, document, and prioritize customer issues, leveraging internal tools.
- Actively maintaining and participating in job-related training activities.
- Demonstrating exceptional analytical, troubleshooting, and problem-solving expertise.
- Multitasking and performing effectively under pressure.
- Worked on REST API calls.
- Worked on data views to populate the customer tracking information.
- Using Datorama to generate overall Email and Campaign Summary reports.

Project #2:

Company	Capgemini
Industry	Automobile
Team Size	3

Technology and Tools Used	Salesforce Marketing Cloud
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Role and Responsibilities:

- Created and assigned business users roles and permission.
- Created Lists, targeted lists, Data Extension Sender and Delivery profiles.
- Optimized metrics like opens, clicks and bounce rates and created report.
- Created, Implemented, and updated Automation Studio, Journey Builder.
- Manipulating and processing data using Excel and SQL. Responsible for loading, extracting and validation of client data.
- Responsible for Daily monitoring of defects/issues in Automation Workflows and Email Deliverability for Live Markets.
- Monitoring the automated loading processes.
- Used AMP script for Dynamic content and email personalization.

Project #1:

Company	Capgemini
Industry	Luxury Retail
Team size	5
Technology and Tools Used	SFMC, SQL and AMP Script

Role and Responsibilities:

- Responsible for design and solution of build process in the business account.
- Writing AMP Script to validate and update the customer information
- Worked on REST API calls
- Worked on data views to populate the customer tracking information □ Writing SQL Queries and generate reports.
- Configured/ solution FTP Settings and Automation workflow rules.
- Responsible for build and configuration of Business Units, creation of landing pages using Amp script, Data Extensions in the account.
- Involved in development of Automated Weekly Usage Report and Daily Status Report to the marketing team

- Responsible for performing campaign performance tracking and reporting using the Campaign Management tool –Exact target.
- Execute direct marketing campaigns
- Testing email proofs for quality of content, rendering issues on various devices and browsers, links and troubleshoot problems as they arise • Execute and monitor the campaigns on daily/weekly basis.
- Interact with the client campaign execution team/onshore project team

Personal Details:

Father Name	Raghuram A
Date of Birth	01-07-1996
Nationality	Indian
Gender	Female
Linguistic Proficiency	Telugu, English, Hindi and Tamil
Location	Bangalore, India.

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

Pravallika Anthati

Place: Bangalore