

Rakesh V

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Profile Summary:

2+ years of experience in the field of Salesforce in Salesforce Marketing Cloud (SFMC). Seeking a position to work in an organization which recognizes the value of hard work, where I can use my technical and personal skills in achieving the organizational goals.

Achievement/Technologies known:

- Salesforce (SFMC) : Email Studio, Mobile Studio, Automation, Journey Builder, Web Studio (Cloud page), Audiences Builder, Analytic Builder, Query studio
- Salesforce (SFDC) : Basic knowledge on Salesforce Development
- Award : Accenture celebrates Excellences (ACE), 2 I champ award

Technical Skills:

- skills : Html, Css and Ampscript.
- Tools : Jira software, SFMC, SFDC

Work Experience:

Project : (Digital Tech Developer Analyst - at Accenture (Jan 2023 - Present))

Dyson: It is a UK Product company which needs Salesforce Marketing Cloud.

Worked: Salesforce Marketing Cloud on Mobile Studio, Audiences Builder, Analytic Builder, Journey Builder, Automation Studio, Query Studio, Web Studio (Cloud pages) and Jira software.

Role: Developer

ROLES & RESPONSIBILITIES:

- Identified based on the user story in the Jira. Implementing cloud page based on HTML, CSS and amp script
- Experienced design and implantation mobile push notification special in (Alert + Inbox) by based on amp script and translation DE.
- Implementation on segmentation Data extension based on the locale, market and FTP account access for Data records.
- Experienced in building automations using automation activities such as Send Email, Import File, SQL Query, Data extract. Configure and manage automation activities.
- Experienced in Journey Builder campaign planning tool that empowers marketers to design
- Have sound knowledge of Automation Studio, Journey Builder, Query studio, Audience builder Salesforce Marketing cloud.

Project: (Digital Tech Developer Associate - at Accenture (Dec 2020 – Dec 2022))

TEVA PHARMAC.INDUSTR: It is a USA Pharmacy company which needs Salesforce Marketing Cloud.

Work On: Salesforce Marketing Cloud on Email Studio, Audiences Builder, Analytic Builder, Journey Builder, Automation Studio, Query Studio.

Role: Application Designer

ROLES & RESPONSIBILITIES :

- Setup, Create & Automate Email campaigns using Marketing Automation Tools such as Exact Target, Implement Dynamic Email conditions & Personalization.
- Perform frequent A/B testing on subject lines, CTA's, Email, From Name, Time, Pre-headers etc. that increase open rates and customer engagement.
- Execute & Track Responses: Test the campaign workflow and the creative. Execute the campaign. Track the responses and measure the effectiveness of the campaign based on certain metrics
- Analyze post launch customer behavior to test campaign effectiveness.
- Experienced in designing and implementing automations via Automation studio which is used to execute multi-step marketing and data management activities on an immediate, triggered, or scheduled basis.
- Experienced in building automations using automation activities such as Send Email, Import File, or SQL Query. Configure and manage automation activities.
- Experienced in Journey Builder campaign planning tool that empowers marketers to design and automate campaigns that guide customers through their journey with a brand that runs responsive campaigns automatically.
- Have sound knowledge of Automation Studio, Journey Builder and Triggered send campaigns in Salesforce Marketing cloud.

Certifications and Trainings:

- Salesforce Certified Marketing Cloud Email Specialist (ID:2665545)
- Salesforce Certified Marketing Cloud Developer (ID:3376187)
- Salesforce Certified Marketing Cloud Administrator (ID: 3160136)

Education:

- B.E in Computer Sciences Engineering from SJBIT, Bangalore, Karnataka, in 2020 with 7.04 CGPA.
- 12th from Sri Vijay Vidyalaya Higher Sec School, Tamil Nādu in 2016 with 87.5%
- 10th from St. Augustine Matric school in 2014 with 86.8%

Personal Traits:

- Quick Learner and good leadership capabilities.
- Adaptive to new Technologies
- Good written and verbal communication skills

Personal Details:

Date of Birth : 31st July 1998
Nationality : Indian
Languages Known : English, Tamil, Kannada and Telugu.

Declaration:

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

Place: Bangalore

Rakesh V