Shashikumar Talapa

Nationality: Indian   **Date of birth:** 02/11/1997   **Phone number:** (+91) 7972554370

✉ **Email address:** shashikumar8796@gmail.com   ⊙ **Whatsapp Messenger:** +917972554370

in **LinkedIn:** https://www.linkedin.com/in/shashikumar-talapa-187b64196/

📍 **Home:** Shrinath Nagar, Colony No- 2, Near Axis Bank, B. T. Kawade Road, Pune, Maharashtra, 411001 Pune (India)

ABOUT ME

1.A professional with an overall 2.1 years of experience in Salesforce Marketing Cloud. Possess technical knowledge on Marketing Cloud across varied industries.
2. Managing overall the design and building journey and automation campaign, Scheduling and execution of email marketing campaign.
3.Good client facing experience along with designing roadmaps for all possible solutions. Quick learner, Ability to work as an individual as well as in group. Willing to learn and adapt new challenges and technologies skills.

SALESFORCE CERTIFICATIONS:

Salesforce Certified Marketing Cloud Email Specialist

Salesforce Certified Marketing Cloud Administrator

Salesforce Certified Administrator

WORK EXPERIENCE

Salesforce Developer

Aress Software and Education Tech P Ltd [08/02/2021 – Current]

City: Pune
Country: India

1. Hands on experience on building data extensions, Automation studio, Journey builder, Cloud pages, MC connect & handling system administration
2. Build campaign journeys, filter entry audience
3. Build emails using content builder in SFMC
4. Creation email communication by drag and drop
5. Communicate with market point of contacts
6. Investigate journey bugs
7. Create and update data extensions for send and personalization requests
8. Exclusion List, Suppression List
9. Automate Contact Deletion through SSJS, Automation
10. Attach creatives to a journey for final deployment
11. Build cloud pages whenever required to connect the email using CTAs
12. Creation of user input form pages
13. Ability to write to Data Extensions
14. Build required automation in Automation Studio whenever required
15. Build error and exception handlers to prevent unhandled risk
16. Advance SQL, Amp Script

PROJECTS

Marketing Cloud Implementation in a Trading Company

[15/04/2021 – 15/03/2022]

Team Size: 4

Duration: 11 Months

Description:

Worked on Email Studio, Automation Studio, Analytics Builder, Journey Builder, Data Extensions, Reply Mail Management, Data Synchronization, Data Export.

Role, Accountabilities and Attainments:

1. Marketing Cloud Setup and Configuration
2. Creation of Cloud pages
3. Setting up Marketing Cloud Connect
4. Contact builder and attribute configuration
5. Customization of pages using AMP script
6. Email Studio Setup, Content Creation.
7. Worked on Transactional Journey Builder.
8. Automation Studio to automate the Query Activity, Filter Activity, Import Activity, etc.
9. Worked on SFMC Data Views to retrieve Tracking Data.
10. Creating automations to move records from synchronized DE to individual child BU's & Create Cloud Page in web studio with and without AMPScript.
11. Worked on Email Templates , Emails creation, Reports, Data Extensions, Lists, Sender Profile, Delivery Profiles, Cloud Pages & Smart Capture forms .
12. Managing Account Setup Configuration, Creation of Business unit, Users, Roles and Permissions
13. Syncing Salesforce objects with Marketing Cloud through Data Source.
14. Worked on Automations for Monthly Contact Deletion, File Export to FTP, SQL Query for Audience as an Entry source for Journey through automation.
15. Setup Data Extension, Filter Data Extension RMM (Reply Mail Management), Brand Builder in Marketing Cloud.
16. Experience of working in the complete End to End Email marketing process involving Email creation, landing pages, Web studio, Mobile studio, SQL Query, Journey builder, Automation studio, Marketing cloud setup and Testing Email and templates using Email on litmus

Marketing Cloud Admin Setup and Implementation for a real estate company.

[01/05/2022 – Current]

Team Size: 2

Duration: 12 Months

Description:

Setting up their email campaigns and increasing the delivery rate and click through

rate via implementing better marketing campaigns.

Role, Accountabilities and Attainments:

1. Creating sender profiles & delivery profiles for email blasts.
2. Setup of RMM (Reply Mail Management).
3. Rectifying several Spam Complaints & Inbox Optimizations.
4. Creating dynamic mailers for marketing cloud sends.
5. Setting up users in Marketing cloud with appropriate permissions and assigning roles to them.
6. Setting up of AB testing environments in the Org.
7. Created standard, filtered and random data extensions, suppression rules etc.
8. Uploading data in the data extensions with appropriate filters.
9. Setting up of FTP for large file transfer.
10. Setting up custom reports based on the emails sent.
11. Setting up filtered lists to segregate data for different campaigns.

12. Create and update data extensions for send and personalization requests

DIGITAL SKILLS

Salesforce Marketing Cloud / Conga Composer / Conga Sign / Conga Contracts / Team management tools (Trello) / Atlassian jira / Microsoft Office (Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft Teams) / AMPScript / SSJS / REST and SOAP APIs

EDUCATION AND TRAINING

B.Sc. Computer Science
BRACT's, Vishwakarma College of Arts, Commerce & Science [15/06/2015 – 30/05/2018]

Address: Sr.No. 3/6 VIIT Campus, Laxmi Nagar, Kondhwa(BK) , 411048 Pune (India)
Website: https://www.vcacs.ac.in/

Masters in Computer Application
Progressive Education Society's Modern College of Engineering [15/06/2018 – 30/05/2021]

Address: 1186/A, Off J.M. Road, Shivajinagar, 411005 Pune (India)
Website: https://moderncoe.edu.in/

HONOURS AND AWARDS

Performer of The Month
Aress Software and Education Tech P Ltd [07/09/2021]

Performer of The Month
Aress Software and Education Tech P Ltd [07/11/2022]

LANGUAGE SKILLS

Mother tongue(s): **Telugu**

Other language(s): **English** | **Hindi** | **Marathi**