Name of the candidate	Rajasekhar Devandla
	Email: devandlacloudprofile@gmail.com
	Contact: +91 8328471643
Technical Skill/Project Details	✓ Profound Knowledge about Email studio. ✓ Brief Knowledge of Integration of Marketing cloud and Sales cloud. ✓ Work with Triggered sends, Automations and Journey sends. ✓ Profound knowledge on AMP Scripts and ✓ Creating Cloud pages, Landing pages and web forms, Campaigns, Survey pages, Dynamic content rules, Tags.
Current Location	✓ Hyderabad
Notice Period- reason for more offers or change	✓ Immediate

s
 "To excel in my job and extend my support to the growth of the company/organization"

EDUCATIONAL QUALIFICATIONS

Name of course	Name of university/board	Year of passing	% Of marks
B-Tech	JNTU Kakinada	2020	61%
Intermediate (MPC)	Kamala Jr College	2015	79%
10th	Sai Balaji Markapur	2013	92%

WORK EXPERIENCE
Software Engineer (Salesforce Marketing Cloud)

Project: USA Client.

- ✓ Implementation of most Email Studio items.
- ✓ Implementation on Journey builder: entry sources, decision split, engagement splits, wait periods, exit criteria.
- ✓ Implementation of Content builder for emails and SMS template creation implemented AMP Script.
- ✓ Implementation of Contact builder for relationship mapping and contact import activities.
- ✓ Implementation of Send Management and using of dynamic sender profile with custom reply mail management.
- ✓ Implementation of Real-Time Triggers, using API
- ✓ Implementation of Automation studio on File Drop and Schedule type with SQL, Import, Email sending, File Transfer, Data Extract, Send SMS, and Filter Activities.

SALESFORCE MARKETING CLOUD KNOWLEDGE

- ✓ The primary job is to understand the client's business requirements and provide a solution.
- ✓ Profound Knowledge about Email studio.
- ✓ Brief Knowledge of Integration of Marketing cloud and Sales cloud.
- ✓ Work with Triggered sends, Automations and Journey sends.
- ✓ Profound knowledge on AMP Scripts and
- ✓ Creating Cloud pages, Landing pages and web forms, Campaigns, Survey pages, Dynamic content rules, Tags.
- ✓ Supporting issue related to Email studio, Content builder, Profile Centre, Sender profile, A/B Testing, Email Tracking.
- ✓ Handled issues with Roles and Permissions, Data Management such as Bulk Import, Export, Update and Delete Data, Import & Export, Data Filters, FTP Configuration.
- ✓ Handled issues related to Publication list, Business units,
- ✓ Creating Custom Reports and Dashboards.
- ✓ Handling issues related to Decommissioning Minds within enterprise or Marketing cloud account closure.
- ✓ Handling issues related to Email Tracking, Reports, and Reply Mail Management (RMM).
- ✓ Working on Triggered email setup, adding emails and creating Triggered Data extensions.
- ✓ Setting Retention policy to Data extension, working on Synchronized Data extension (Salesforce Data Extension) & Send log data extension.
- ✓ Setting up an FTP account, Creating FTP Users, Creating Business units, Creating Marketing cloud roles & permissions.

Environment: Marketing Cloud, FileZilla.

Software Engineer (Salesforce Developer)

Project: Germany Client.

- ✓ Customize and personalize Salesforce.com based on requirements.
- ✓ Creating custom Objects and Validation Rules inside Salesforce.com and Mapping them to the existing functionalities and Objects.
- ✓ Worked on various salesforce.com standard objects like **Person Account, Cases, Queues, public groups** and **Business Hours** and custom objects creation.
- ✓ Worked on **workflows** and **process builders** for field updates.
- ✓ Involved in field and record level Security.
- ✓ Worked on **live Agent** configuration, **Live Agent skills** and **Person Account** and **knowledge** activation.
- ✓ Worked on **web-to-case** functionality.
- ✓ Worked on **Email-to-Case** configuration for 24 countries.
- ✓ Involved in the creation of **visual force pages**, **apex classes**, **triggers** and **batch apex**.
- ✓ Involved in deployment activity by using **ANT** tool and **Changeset.**
- ✓ Worked on switching from Salesforce classic **Console App** to **lightning experience console**.
- ✓ Coding the programs as per the specifications and standards.
- ✓ Attending daily/weekly/monthly status meetings.

Environment: Salesforce.com platform,

Software Engineer (Salesforce Developer)

Project: Nissan Client.

- ✓ **LMT (Lead Management Tool)**, which is implemented for all European countries and in Russia. On-demand Lead Management tool that will allow better management of opportunities and prospects and better management of leads and prospects through contact management and data collection. It provides visibility and tracking of lead management activities.
- ✓ **NPP (Network Power and Performance),** aims at improving the visibility of dealer's portfolio across all RBU markets enabling structured and standardized activity management linked to the dealer with a single source of information to monitor dealer performance KPIs
- ✓ **DTD (Digital Test Drive)** is about the Digital Test Drive requests made on the Internet Excellence website which is maintained by 3rd party system. The process begins when a person enters information in the website form dedicated to TD Request online and ends when the test drive is taken.

Responsibilities:

- ✓ Understanding Business requirements and doing impact analysis on an existing system.
- ✓ Actively involved in the development of Change Requests/enhancements and POC's.
- ✓ Actively involved in the Salesforce audit implementations.
- ✓ Actively Involved in business relationship management meetings and worked on proposal generation for the other regions
- ✓ Preparing the impact analysis of new feature release
- ✓ Actively Involving document and knowledge sharing with IS and support team
- ✓ Mapping business requirements to Sales force functionality.
- ✓ Worked on Facebook integration with Salesforce using Facebook Lead capture application.
- ✓ Involved in the creation of new process builders, workflows, Validation rules, Layout Optimization, record type Optimization.
- ✓ Created Visual force Pages, Apex Classes, test classes and Apex Triggers to meet business requirements.
- ✓ Acted as a dedicated deployment lead like preparing the deployment tasks with all the developed components.
- ✓ Lead Layout optimization has been implemented individually, which is the value-added to Business.
- ✓ Did Import & Export the Bulk data through Data Loader and Talend (ETL).
- ✓ Technology Exposure: SNOW, JIRA, Force.com Sandbox, Apex, Visualforce Page, XML, Controllers, Triggers, Scheduled and Batch Apex, SOAP UI Tool, Web service, Sharing Rules, Visual Force Pages, Changeset.