Rohith P

Salesforce marketing Cloud Developer

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OBJECTIVE

SFMC Developer with 5+ years of experience in Email Studio/Automation Studio/Journey Builder/Cloud Pages Experience in working with Various Companies and different Project.

PROFESSIONAL EXPERIENCE

Deloitte Consulting India Private Limited – Bangalore
Analyst, October ,11, 2021 – Present

- Responsible for supporting day to day SFMC Operations.
- Building Journey and automations.
- Using Mobile Connect We use to Send SMS.
- Tracking email opens, clicks, undeliverable, and other metrics online.
- Working on Template Based emails, AMPscript and landing Pages.
- Setup the marketing Cloud Connector with Salesforce CRM.
- Worked on designing SOAP/REST APIs Integration.

Tata Consultancy Services -Bangalore
Senior Process Associate, December,18 ,2019 – October ,08 ,2021

- Audience Creation and Build Automations using automation activities such as Send Email, Import File, or SQL Query.
- Creating the Data Extension to store subscriber's data and to segment subscribers.
- Create lists or data extensions to store subscriber's data and to segment subscribers.
- Creating Campaigns in Sales cloud and uploading data.

DCompiler -Mysore
Salesforce Marketing Cloud Developer, November,01,2018 – October,31,2019

- Build automations using automation activities such as Send Email, Import File, or SQL Query.
- Deliver promotional, transactional, and triggered messages.
- Create lists or data extensions to store subscriber's data and to segment subscribers.
- Using groups and data filters to further segment subscriber.

Theorem India Pvt Ltd-Mysore

Associative Software Engineer, Febrauray,01,2018 – October,30,2018

- Create lists or data extensions to store subscriber's data and to segment subscribers.
- Build automations using automation activities such as Send Email, Import File, or SQL Query.
- Using Email Studio to quickly build and send personalized email from basic newsletters to the most complex campaigns.
- Deliver promotional, transactional, and triggered messages.
- Track and optimize to drive performance of Email Campaigns.
- Create reusable content blocks, including text, HTML, images, buttons, dynamic content and A/B testing, to ensure relevant messaging reaches the right person every time.

Academic Qualifications ……

University of Mysore – Mysore
Master of Computer of Application,2017
University of Mysore – Mysore
Bachelor of Computer of Application,2014

Technical Skills ………

Salesforce Marketing cloud	HTML
Email Studio	CSS
Automation Studio	AMPscript
Journey Builder	SSJS
Mobile Connect	
Mobile Push	