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## Ravi Varma Landeri

Salesforce Marketing Cloud Developer

### SUMMARY

Overall 3+ years of experience in designing solutions, understanding business requirements and end to end implementation on Salesforce Marketing Cloud.

### TECHNICAL SKILLS

- Marketing Cloud : Email Studio, Mobile connect, Mobile push, Automation Studio, Journey Builder, Audience Builder & Content Builder, Integration and cross channel data integration.
- Integration : Marketing Cloud Connect.
- CRM Tools : Salesforce (Sales & Service Cloud)
- Programming Languages : Java, Python (NumPy, Pandas, and Sklearn).
- Web Development Technologies : HTML, CSS.
- Database Language : SQL.
- Scripts : AMP Script.
- Development Tools - Eclipse IDE, VS Code.
- Project Management Tools - JIRA.

### OVERVIEW

- Experience in all phases of marketing cloud which includes working on Journey Builder, Audience Builder, Email Studio, Automation Studio.
- Hands on experience on Data Extensions, Data Filters, Email templates, User Initiated Emails etc.
- Experienced in Developing AMP Script code to implement business requirements by creating Dynamic content.

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- Have Knowledge in Automation studio for performing actions such as imports, extracts, and SQL query activities.  
Have good Knowledge in creating Journeys and implementing Marketing Campaigns using Marketing cloud tools like Journey builder, Email Studio and Automation.
- Good understanding of Sales Cloud & Service Cloud Object Model & Key Processes.
- Ability to Develop and maintain the front-end functionality of web applications.
- Proficient understanding of web markup, including HTML5, CSS3.
- Experience in understanding business requirements and drawing as-is processes.
- Good Knowledge of Search Engine Optimization (SEO).
- Have Exposure to Data science with python. Also have good knowledge in NumPy, pandas, and Sklearn. Have exposure to Machine Learning.
- Have hands-on experience in Data visualization libraries such as Seaborn & Matplotlib.
- Have knowledge in Java operation-oriented programming.
- Knowledge on Development Tools - Eclipse IDE, Visual Studio.

## EXPERIENCE

- Appcino Technologies Pvt. Ltd. Software Developer – SFMC
- Tech Mahindra PVT LTD SFMC (tech support/consultant)
- Cognizant technology solutions (senior process associate)

## EDUCATION

- Andhra pradesh Board , 10th — 2011 - 75 %
- Andhra pradesh Board , 12th — 2013 - 84.3 % • JNTU-H, Btech-2017 - -- 60.84%

## PROJECTS

### Project #1 -

Project Description - The client is a leading Banking service in the market and they are more into retail and investment banking overall globe. clients need to run multiple campaigns with the Salesforce ecosystem to target their Customers, and letting them know more about investment or banking opportunities and the service that client provides.

Technology Used - Email studio, Automation studio, Audience builder & contact builder

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## Roles & Responsibilities

- Understanding and Analyzing the Business requirements.
- Worked on Approval content
- Setup data extensions for further campaigns with some filter activity.
- Developing personalized emails with dynamic content blocks.  
Automating the activities and journeys.

## Project #2-

Project Description - Client required to establish connections between different cloud platforms. And want to make Data centric for Running campaigns and generating leads through different channels.

Technology Used - Exact Target, Salesforce.com, Email Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Contact Builder. Sales Cloud.

## Roles & Responsibilities

- Configured the Marketing cloud Account with sales cloud with MC connect.
- Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
- Trained vendors to use a Content builder to build and maintain marketing content. Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement.
- Used Journey builder in running different campaigns.
- Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions.

## Project #3-

Project Description - The client belonged to the Automobile Industry and required a platform to capture the leads from various sources and send emails/sms to Leads and Customers in their business journeys. It was an Integration between Sales Cloud and Marketing Cloud using Marketing Connect.

Technology Used - Salesforce.com, Exact Target (Email Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Journey Builder), Marketing Cloud Connect.

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## Roles & Responsibilities

- Understanding and Analyzing the Business Requirements Document and integrating the sales cloud with the Marketing cloud using marketing cloud connect.
- Setup various scheduled automation to get the data from external systems and sales cloud.
- Setup file drops automation to get the data from the external system and also configured salesforce connector for synchronized data extensions.  
Implemented Cloud Pages to initiate the Journey builder and push the leads in Sales Cloud as well.
- Implemented Various Journeys in Journey Builder on filtered DE's to meet the client requirement for 1:1 customer journey.
- Implemented multiple email templates with dynamic content using AMPscript and used the templates in multiple email messages.
- Used Send SMS JB activities to send the mobile message on customers mobile also used Sales and Service cloud activities to update the lead and contact directly in Salesforce from JB.
- Used mobile connect and mobile pus to interact with customers by sending SMS and push notifications.
- Setup Audience and Date Extensions for various business use cases.