Sai Chandra Gopa

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PROFESSIONAL SUMMARY

Skilled IT professional with **5.10** years of proven experience in Email Marketing and Front-end Development. Hands-on experience in HTML5, CSS3, Salesforce Marketing Cloud, AmpScript, Bootstrap, Responsive Web Design, JavaScript, and Angular. Proficient in researching, grasping new technical concepts and utilizing them in a productive way. Focused and goal-driven with strong work ethic and commitment to offer quality work to clients. Good communication and inter-personal skills.

SKILLS

- **Marketing Cloud (SFMC)**   : Email Studio, Content Builder, Journey Builder, Automation Studio, Cloud pages
- **Web Development**   : HTML5, CSS3, JavaScript, Bootstrap, RWD, Angular, Jquery
- **Database**   : MYSQL
- **Tools**   : MS Excel, Photoshop, Visual Studio Code
- **Email Tools**   **:** Salesforce Marketing Cloud, Pardot

WORK EXPERIENCE

Accenture: *Senior SFMC Developer (May 2021 – Present)*

Client   **: L'OREAL USA**
Brands   **: Redken, Pureology, Matrix, Baxter and Mizani**
Role   **:** Senior SFMC Developer
Environment **:** HTML 5, CSS3, AmpScript, Salesforce Marketing Cloud- Content Builder, Journey builder, Email Studio, Cloud pages

Responsibilities:

- Working on Broadcast Campaigns and triggers for the different brands
- Developed cloud pages for multiple brands with different type of forms
- Worked on simple and medium journeys for broadcast campaigns
- Created SQL queries to run automations for simple broadcast campaigns
- Worked on data extensions which are part of cloud page forms and also email forms
- Trained a batch of 10 new recruits on SFMC Content builder, Data extensions, HTML5 and CSS3

Cognizant Technology Solutions: *Programmer Analyst (August 2016 – May 2021)*

Project 1   **: KCI Prevena**
Role   **:** Email Automation Specialist
Environment **:** HTML 5, CSS3, JavaScript, Salesforce Marketing Cloud, Google Analytics

Responsibilities:

- Developed landing pages and emailer's during the course of the campaign
- Created forms in Salesforce Marketing Cloud (SFMC) and embedded them in the corresponding landing pages
- Worked on Content builder to create content templates.
- Created multiple data extensions using email studio and assigned them to the respective forms in Salesforce Marketing Cloud (SFMC)
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaigns
- Implemented Google Analytics (GA) and created events in Google Tag Manager (GTM)
- Created user journey in Salesforce Marketing Cloud (SFMC) with the help of Journey builder
- Validating the emails using Litmus tests.
- Performed landing page data analysis for various audience segments and compiled and presented weekly, monthly, and quarterly reports to stakeholders

Project 2   **: KCI 3M**
Role   **:** Email Automation Specialist
Environment   **:** HTML 5, CSS3, Salesforce Marketing Cloud

Responsibilities:

- Developed Emailers during the course of the campaign
- Strategized and implemented efforts to increase email deliverability performance
- Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement.
- Created Data Extensions, Data Filters
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder and Email Studio
- Created workflows for marketing in ExactTarget which will send out emails based on time intervals.
- Generated reports to track overall performance of campaigns and provide recommendations for improvement

Project 3   **: BHP**
Role   **:** UI Developer
Environment   **:** HTML 5, CSS3, Bootstrap, JavaScript, RWD, Jquery.

Responsibilities:

- Developed user interfaces in the application using javascript, html5, css3, gsap
- Analyzed the requirements; identified and recommended suitable UI technologies and Animation's library to the client
- Worked with agile plans, modified and enhanced the versions of the product to cater to client requirements
- Used JIRA for defect tracking and project management
- Developed the globe view with earth.js, WebGl and site view with GSAP library

- Collaborated with development team as well as with the stakeholders and came up with innovative ways to make the final website unique and feature-rich
- Used webpack to bundle the files.
- Used Github as a version control tool

Educational Qualification

- B. Tech (EEE) with 8.01 CGPA, Vellore Institute of Technology, graduated in the year 2016.
- Intermediate (M.P.C) with 83%, Narayana Junior College, graduated in the year 2012.
- SSC with 73%, New Brilliant High School, graduated in the year 2010.