



# PRIYA PETHIYA

SALES FORCE MARKETING CLOUD  
DEVELOPER

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## EDUCATION

### MBA (IT)

SRK University / 2020

MBA in Information Technology

### B.E ( ELECTRONICS)

Jiwaji University / 2004

Bachelor in Electronics &  
Telecommunications

## SKILLS

SALES FORCE MARKETING CLOUD

SQL

AMPSCRIPT

C / C++ / SQL

MS EXCEL / WORD/ POWERPOINT

PROJECT ADMINISTRATION

## PERSONAL DETAILS

### Nationality

Indian

### Marital status

Married

## ABOUT ME

Priya holds a Master's in IT & Bachelor's degree in Electronics.

She is currently working with **Epsilon** Data Management as **SalesForce Marketing Cloud Developer** & is responsible for implementing **campaigns using Email Studio, Automation Studio, Journey Builders**.

She also worked with **SQL Queries, Ampscript** and **working with API Payload** to communicate with the third-party applications as a data source. Use various other Social platforms to assess the coverage, capacity & capability of partners to execute business in line with Epsilon's business objective.

She also has worked with SAP India in Partner Transformation where she has worked with multiple campaigns of B2B using **Email studio and Journey Builder**. Working with multiple partners to understand the requirements and gather them, creating the user stories, and submitting them for implementation. Analyze customer data to identify segments, data cleansing solutions, and insights into customer-level engagements.

She has 3 years of experience in **Digital Marketing** where she worked with multiple partners where she drive the delivery of a small module within a project (Delivery/Maintenance/Testing). She also worked on **Google Analytics and SEO**. She also has strong expertise in handling clients from various geographic regions in terms of understanding their requirements and communicating with the internal and the external teams during the various phases of the Project.

She has 4 years of experience customizing **HP Tools Like Quality Center, HP automation tools like Quality Center, Quick Test Professional, and Load Runner using various languages like C/ C++, Visual Basic & SQL**.

She is an excellent communicator, proactive learner, result-oriented, and has exposure to working as a bridge between technical teams and higher management.

## WORK EXPERIENCE

### EPSILON

Bangalore

Apr 2022 - Present

### ● Salesforce Marketing Cloud Developer

- Set up , manage and deploy email campaigns using salesforce marketing cloud
- Work on AmpScript in Content Builder to define the personalization string.
- Responsible for writing creative briefs and leveraging internal project management tools to adequately prep internal teams for integrated campaigns.
- Experience in Analytics, Datorama/ Datorama Advanced to represent the overall performance of the campaign, with an email overview. and Journey Performance.
- Worked on Content Builder to create **HTML based templates**
- Extensive work on Automation Builder , Running SQL Queries , Work on Send Activity
- Working on various Journeys injecting the data from automation and using scondition and splits .

- Also worked in Push Notifications .
- Work on Contact Builder to create a relationship between data extension and Salesforce contacts.
- Work in Profile management .
- MS –short code and long code configuration and testing
- A/B testing and validation and ability to support SIT and UAT
- Work On REST API for the communication between third party platform.
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Working in Datorama Advanced to represent the overall performance of the campaign, with an email overview. and Journey Performance.

**SAP INDIA PVT LTD**  
Bengaluru  
Feb 2021 - Apr 2022

#### ● **Partner Development & Transformation**

- Specialized in designing and deploying **Email marketing campaigns using HTML, VBScript, JSS Languages**
- **Running campaigns for all the partners making sure they participate in maximum enablements in the Financial Calendar. Designing the Automation Studio using SQL, and AmpScript.**
- Specialized in segmenting customers based on campaign requirements using **SQL Queries**.
- **Worked in A/B testing using both subject line and templates.** Also, creating detailed reports from the account send summary inbuilt for further analysis.
- Collect and consolidate data from partners and other sources on resources, expertise development, certifications, and pipeline impact to assess the coverage, capacity & capability of partners to of enablement for Partner Development Lead and Management to execute business in line with SAP India's business objective.

**DESIGNISH**  
BHOPAL  
Apr 2017 - Dec 2020

#### ● **Partner Onboarding Associate**

- Create email marketing campaigns
- Onboarding of Clients on various Social Platforms like Amazon, Flipkart, etc.
- Identify social media opportunities and develop an actionable plan for execution
- Implemented end-to-end solutions for complex nurture campaigns to deliver **personalized interactions with partners.**
- With the partner in the Complete Customer Success Journey from Onboarding to the successful launch of campaigns and paid programs.
- Running and creating Bids within various E-commerce platforms.
- Recommend and develop strategies for growing and leveraging social media using promotions, contests, polls ads, surveys, and referral programs
- Build technical documentation CRD for the Business team for requirement gathering.
- Developing multi-platform advertising campaigns for retail clients.

**MPS SOCIETY**  
BHOPAL  
May 2012 - Mar 2017

#### Project Admin

- Experience in Automating Report Management for timely delivery and prescheduled events using **VB scripting**
- Strong expertise in handling clients from various geographic regions in terms of understanding their requirements, communicating with the internal and external teams during the various phases of the Project.
- Understand and follow operational and administrative instructions and adherence to processes.
- Handling Data in Data Analysis includes identifying the data required for the reports, extracting such data from various parties & sources; data consolidation, data formatting, data validation, and reporting.
- Proficiency with Project Management/ Reporting tools such as MS Excel, Word, and Powerpoint. Also, have experience in setting up/automating reporting tools.
- Experience in automating Report Management for timely delivery and prescheduled events.
- Strong expertise in handling clients from various geographic regions in terms of understanding their requirements, communicating with the internal and the external teams during the various phases of the Project.
- Ability to understand and follow operational and administrative instructions and adherence to processes.

## COURSES

**CDAC NOIDA**  
Jul 2005

#### Embedded Systems / C++

**SSI**  
Jun 2002

#### Foundation HTML / C/ C++ / Java

## PROJECTS COMPLETED

#### Projects

- **Speech Based Network Security Authorization** in Linux environment. The user can log on to any machine in the network provided he speaks his user name into the microphone. If the speech is found to match the speech in the database the node is connected to the network otherwise it is a stand-alone system. The Programming is done in C++ in Linux.
- **Radiofrequency controlled robotic tank:**  
Radiofrequency controlled robotic tank equipped with a color CMOS camera, a robotic arm, two active rockets, a laser pointer and is capable of climbing low stairs and overcoming average obstructions. Controlled through a handheld Remote which can ignite the rockets as well and with a T.V. which acts as audio-visual feedback from the camera.

