# Preethi Julian Stanley

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- A marketer working as a Business Analyst, Pardot & Salesforce Marketing Cloud Developer
- Helping businesses grow across various disciplines including Aerospace, Edtech, Finance, and Software by curating a unified automated marketing platform
- Currently seeking an agile environment to appoint my skills to see a real-time growth of the company

## Experience

AUG 2021 - PRESENT

Salesforce Marketing Cloud Developer/ Pardot Developer /Business Analyst | Aethereus, India

- Manage multiple projects and create a detailed list of business requirements documents
- Identify critical issues and gaps by working closely with the stakeholders, subject matter experts, and managers
- Worked on HTML, CSS, and Amp-Script to customize Email template and Landing page dynamicity
- Constructing customer-engaging journeys using cross-channel assets such as Email, SMS, Mobile Push, In-App, etc. using Email, Automation & Mobile studio, and Journey & Content builder.
- Triggering sends through Rest APIs; SQL queries to automate data segmentation and create measurable customized Reports on channels
- Extensive work on customized B2BMA, Einstein Report Generation
- Worked explicitly on Google Analytics & Ads, Facebook Ads, Flipsnack, etc.
- Strong verbal and written communication skills including the ability to share ideas both with the business and internal IT teams
- Ability to maintain a detail-oriented approach while multitasking in a fast-paced environment

MAY 2021 – AUG 2021

Web Marketing Analyst [Global Marketing Shared Services - EMEA] | Oracle, India

- Extracting list using SQL & PL/SQL for flows or journeys in Eloqua after analyzing the requirement from the Oracle marketer
- Uploading list to Siebel CRM system in close collaboration with delivery analysts

## Certifications

- Salesforce Marketing Cloud Administrator – Salesforce
- Salesforce Pardot Specialist – Salesforce
- Autonomous Database Certified Specialist – Oracle
- The fundamentals of Digital Marketing - Google

## Education

OCTOBER 2020

Bachelor of Technology – Computer Science and Engineering | Loyola Institutions, India