

NIRUSHA N

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PROFESSIONAL SUMMARY

- 3+ years of hand-on experience in Salesforce Marketing cloud.
- Certified **Salesforce Marketing Cloud Email Specialist**.
- Proficient in **Email Studio, Content Builder, Journey builder, Contact Builder, Automation Studio, Web studio, Mobile studio** and conceptual knowledge on **Social Studio, Pardot**.
- Expertise in creating **HTML Newsletter** and **Responsive Design** Creation.
- Conversion of client provided PSD file to HTML file with Best email practice to overcome rendering issue providing cross browser compatibility.
- Performing Internal and External Quality Test.
- Gathering requirements from client, preparing Business requirement Documents and Blueprints.
- Good People and Team management skills with ability to keep the team motivated and focused.
- Having excellent verbal and written communication and willingness to work in a new environment.

SKILLS

- Salesforce Marketing Cloud Tool
 1. Email Studio
 2. Journey Builder
 3. Automation Studio
 4. Contact Builder
 5. Mobile Studio
 6. Web Studio
- HTML, HTML5, CSS, SQL, Ampscript
- Adobe Photoshop, Adobe Dreamweaver, FileZilla, Litmus tool

WORK HISTORY

CURRENT EXPERIENCE

MAY 28TH 2018 – TILL DATE

Associate Consultant | Capgemini

Roles and Responsibility:

- Providing continuous support for accounts that includes creation of Email Campaigns (Email/Content/Template creation in new Content Builder, Data Setup, Email Deployment, Data Segmentation).
- Worked on Data Segmentation that includes SQL query and Data Filters.
- Trained on Social Studio and Pardot from Salesforce and completed assignments.
- Trained on SQL.
- Worked on a POC showing B2B implementation using Pardot Tool.
- Created Dynamic Content Emails using new content builder.
- Creating cloud pages in Web Studio.
- Creating import activity and automation to pull the records from FTP.
- Have experience in Admin setup like creating Business units, users, and roles.

PAST EXPERIENCE

OCTOBER 1ST 2015 – MAY 18TH 2018

Associate Web Developer | Theorem India Pvt Ltd

Roles and Responsibility:

- Work with the campaign team to understand key campaign parameters and inputs, such as internal quality assurance and testing measures, degree of personalization and overall creative approach.
- Work on multiple projects and deliver creative's in a timely manner.
- Analyzing and Understanding the Business Requirements and Specifications.
- Review key aspects of the email design, build and deployment process to ensure optimal quality.
- Perform functional testing of the email (Checking links, confirming tracking data and copyright year, CANSPAM conditions, checking Litmus for each domain etc.) to confirm accuracy of the campaign.
- Work closely with team to ensure all Email Newsletters are Error Free and ready for deployment.
- Creating and checking that the email would support both desktop and Mobile clients.
- Performing Internal Quality test in the absence of Quality analyst.
- Performing External Quality test.
- Give necessary information to the team to fix the bug, if any.
- Handling client calls to demonstrate the process to any new on boarding clients.

- Handling client communication in the absence of Campaign Lead.
- Management of client expectations, communication and reporting metrics.
- Maintaining of Daily status report and Error tracking report of internal team to Account Manager of our department based on daily, weekly, monthly & quarterly.

ACHIEVEMENTS

- Rewarded with **The Sirius Award** in the month of January 2017.
- Rewarded with **Flawless Flock** in the month of March 2018.
- Promoted as a **FTE (Full Time Employee) Model** for the Onboarding client in APAC.
- Received appreciations from Clients (on-shores) for Consistency & Dedication towards work.

EDUCATION

Education	Subject	University	Percentage of Marks	Year of Passing
BE	Computer Science	VTU	63.25%	2015
2 nd PUC	Science (PCMB)	Dept. of PUE, Bengaluru	73.33%	2011
SSLC	-	State Board	82.40%	2009

CERTIFICATIONS

- **Salesforce Marketing Cloud Email Specialist:**
<http://certification.salesforce.com/certification-detail-print?conId=0034A00002yJxS2QAK>

PERSONAL INFORMATION

Date of Birth : June 23 1993
 Sex : Female
 Nationality : Indian
 Languages Known : English, Kannada and Hindi
 Hobbies : Writing short poems in Kannada and Playing Guitar