Rabbani Shaik

Salesforce Marketing cloud Developer

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3+ years of experience as an IT professional in Salesforce Marketing Cloud on customer relationship management platform for marketers that allows them to create and manage marketing relationships and campaigns with customers by using Sales Force Marketing Cloud Tools

Professional Summary

- Experience in automation studio for performing actions such as imports, extracts and SQL query activities.
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation Studio.
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaigns.
- Used AMP Scripting to use data from Data Extensions and SQL for data manipulation needs of the application using platform data views and objects.
- Employed Data Loader to read, extract, and load data from CSV files.
- Have played roles like Team Mentor, Motivator and Willingness to learn new technologies and Quick Learner.
- Experienced in the Agile Methodology.
- Knowledge on SQL, HTML, CSS.
- Basic understanding on JavaScript.
- Better knowledge in the data and asset migration across the other marketing tool to Marketing cloud, Troubleshooting the sync issue, Tracking and Reporting.

Experience

Working as Salesforce marketing cloud developer in Sementic Information Technologies, client Epsilon, Bangalore Since June 2019 to till date.

Projects

Project   : AbbVie SFMC Migration
Client   : Abb Vie
Responsibilities:

- Implemented new enhancements including the creation of custom objects, workflows, process builders.
- Configured Live Message package and handled all inbound user requests, troubleshoot, and responding to them promptly.
- Created List views, Queues and Public Groups as part of the requirement.
- Created various reports and Dashboards.
- Spearheading end-to-end implementation of Marketing Cloud Business Units.
- Utilizing the personalization string and AMP script while configuring email templates and emails in the Content Builder tool.
- Designing the emails using Dynamic Content & testing the Customer journey as per the client requirements.
- Including Custom User Preference and subscription center using extensive AMP script.
- Automating marketing with Journey Builder Configuring Content Builder, Data Management, testing, sending & analytics, and audience segmentation.
- Initiating the Sales force Marketing Cloud Automation using various activities as per the Client Requirements.
- Creating an Attribute group using the contact builder & managing the data extensions.
- Managing user, security, and data access, object customization, data, reports, Dashboards & Automation in Sales force environment.
- Reporting, tracking, analyzing campaign performance, getting data from CRM & loading into SFMC with Sync Data Extension.

Project : TEVA Pharmaceuticals
Client : TEVA
Responsibilities:

- Performed User Administration tasks like creating, modifying, deleting the users.
- Locking/unlocking, resetting passwords and extending validity of users.
- Role Maintenance: Creation / Modification / Deletion.
- Performed Transportation of newly created roles/ modified roles.
- Massively maintenance of Users (assigning Roles to Mass users).
- Assigning roles to the users, deleting roles from the user profiles and the systems.
- Worked on maintaining derived roles, single roles and composite roles in SAP R/3 systems.
- Expertise in maintaining organizational values, when required while creating / modifying single roles.
- Worked on generating reports using SUIM.
- Worked on SAP Security and Authorizations, User Tracing, and Troubleshooting.
- Worked on authorization groups and tables trace from applications technical data and SE16
- Worked with security related tables such as AGR_AGRS, USR40 etc.
- Providing fire fighter access to the user.

Technical skills

Email studio, Automation studio, Journey builder, Content builder, contact builder, AMP script, Cloud pages, HTML, CSS, FileZilla, FTP, Marketing cloud connect, SQL .

Declaration

I hereby declare that all the information mentioned above is correct and true to the best of my knowledge.