

Experience Summary

- 6 years of IT experience with 5 years into in SALESFORCE & Marketing Cloud
Currently working as a Senior Developer for salesforce marketing cloud with knowledge in Salesforce Administration and Development
- SFMC:**
- Experienced in Email Studio, Mobile Studio, Journey Builder, Automation studio, Content Builder, Audience Builder, Contact builder
 - Worked on Setting up automation studio along with usage of SQL, Javascript and Establishing a connection to Journey builders
 - Ability to build email content from scratch with Ampscript, HTML, CSS, Customizing for Mobile Experience
 - Designing journey with Entry sources, Data, journey activities, setting up email /SMS, and good knowledge on debugging Journey
 - Hands-on exposure to Data extension, Subscribers, and administrative work on Marketing cloud
- Salesforce CRM**
- Proficient in Sales and service cloud
 - Experience in Administrators such as User Creation, Roles, Profiles, Record Types, Page Layouts, Search layouts, Validation rules, Communication Templates, Workflow rules, Approval process, Process builder, Outlook Configuration, Data migration, case handling
 - Experience in Development works like customization with lightning components and lightning pages, Apex Class, Triggers, Test Classes, Visual force pages, Batch classes
 - Proficient in Sales, Service, community, and Marketing cloud implementations and delivery.
 - Community creation for the product listing and knowledge articles.
In-depth understanding of coding standards to be followed while developing of application software
 - Experience in creating Unit/System Test cases, Support User Acceptance Testing, Go-Live, Hyper care, and post live production support
 - Excellent team player, self-motivated, quick learner with efficient communication skills and trouble-shooting capabilities

Skills Summary

Domain	Salesforce Marketing cloud /Salesforce
Programming Languages	APEX, Lightning component, AMPSCRIPT, JavaScript, SQL, HTML,CSS
Operating System / ERP Version	Windows 7, Windows 8, Mac

Tools / DB / Packages / Framework / ERP Components	Service Cloud, Sales Cloud, Force.com, ExactTarget Salesforce Marketing cloud, Visual Studio
Force.com Platform	Lightning component, Apex, triggers, SOQL, Email Services, Data-loader.
ExactTarget Platform	Marketing Cloud Connector, Deployment Manager

Professional Certifications/ Trainings

- Completed **Salesforce Administrator** Certification
- Completed **Platform Developer 1** Certification

Work Experience 2

TCS -IT Analyst

July 2022-November 2022

Project 1

Project Name	Humana Group -Sales Cloud		
Start Date	July 2022	End Date	September 2022
Role & Contribution	Sr.Developer Sales cloud <ul style="list-style-type: none"> Worked closely to BA on Constructing the use cases Creating automatic assignment of agent to appointment using salesforce scheduler app Report and dashboard creation Building the salesforce org and managing all the salesforce admin related works Lead management, Opportunity management, Account and contact management Worked on workflow creation and approval process Lightning Flow creation and update 		
Technology & Tools	Salesforce Scheduler app		

Work Experience 1			
LTI- Senior Engineer			
December 2016 – July 2022			
Project 4			
Project Name	American Honda Financial Corp.		
Start Date	April 2020	End Date	July 2022
Role & Contribution	<p>Sr.Developer Marketing cloud</p> <ul style="list-style-type: none"> Worked as critical resource on building the use cases along with the client Worked on integrating Marketing cloud connect with salesforce CRM Setting up BU configuration Data Synchron-ization with salesforce CRM Created Journey Builder to send out Email/SMS to remind the payment due dates, term completion, welcome email Created automation to filter the synch data with SQL queries, scripts, used Data filters, send email and added journey to automation Worked on Content builder to create email templates and SMS templates for the journey Worked daily monitoring Email sends Tracking Setting up attribute group, contact builder, Data extension Worked on documenting the Impact Analysis for Marketing cloud releases <p>Service cloud</p> <ul style="list-style-type: none"> Created community to impose knowledge base and help articles, Report and dashboard creation Exporting package.xml Worked on workflow creation and approval process 		

Project 3			
Project Name	Maersk Drilling Migration from CRM Dynamic to Salesforce		
Start Date	September 2019	End Date	May 2020
Role & Contribution	<p>Developer /Support Sales cloud</p>		

	<ul style="list-style-type: none">▪ Worked on Building the data model, validation rules, field dependency, customization of list views▪ Customizing page layout for the data models▪ Created customize Gantt chart using lightning component to track the opportunities FY and FQ▪ Worked on workflows creation for the close opportunity when the opportunity has no scope▪ Implemented Outlook integration with salesforce▪ Worked on SharePoint Integration with salesforce using rest API▪ Worked on OOTB Reports and Dashboards creation▪ Involved in Data migration from the CRM dynamics to salesforce▪ Worked on sales process creation for the opportunity▪ Involved in pre-deployment and post deployment activities▪ Experience in handling clients
Solution Highlights	<p>Efficient and rapid data exchange between Salesforce and SharePoint applications</p> <p>User Adoption Dashboard to effectively manage/monitor the application usage</p> <p>Extensive coverage of functionalities using Salesforce-Outlook Integration</p> <p>Mobile application that supports all the full site features and offline access provisioned for prime objects</p>
Value Delivered	<p>Highly intuitive User Interface</p> <p>Significant Performance Improvement</p> <p>Efficient Reporting</p> <p>Incorporation of minor enhancements or change requests without/with minimal downtime</p>

Project 2			
Project Name	Viacom-PD		
Start Date	September 2018	End Date	August 2019
Role & Contribution	Team Member Community cloud /Sales cloud <ul style="list-style-type: none"> Created customized lightning components to display the records which will display based on the selected record type and to send it for approval. Worked on regression testing for the community Involved in pre and post deployment activities Worked on the Test classes/Development maintained 90% of the Overall code Coverage Worked on bug fixing, app configurations 		

Project 1			
Project Name	ResMed SFMC	Team Size	5
Start Date	June 2018	End Date	August 2018
Project Description	Building Email Campaign for ResMed Customers consisting of both sales cloud and marketing cloud.		
Role & Contribution	Integrating Sales cloud and marketing cloud. Created Journey to send an email about maintains and safeguard about the product Used cloud pages to create a survey about the product and used it as a form email to send to the customer. Created Automations to send a remainder about the warranty of the current product and information about the new products launched on every 6 months/1 year Trigger send is used to send a "Thank you" email automatically to the customer Design and implementing data base schema Experience in writing scripts and queries.		
Technology & Tools	Salesforce marketing Cloud and Sales Cloud. HTML, CSS, Java Script, jQuery, SQL, Amp Script		

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Developer

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Educational Qualification	
Education & Credentials	Bachelor of technology in the stream of Information Technology in 2016