

SHREEDEVI S SHAHAPUR

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Objective:

To be part of an esteemed organization and utilize and enhance my skills to meet the goals of the organization and cultivate my knowledge by continuously learning in a profound workplace.

Professional Summary:

- Having 1 year of experience Salesforce Marketing Cloud with 1.4 years overall IT experience
- Good working experience on **Salesforce Marketing Cloud**
- Having Good Knowledge and Experience in **Users, Roles, Profiles, Email Services, and Configuration of Business Units, Data Extract, File transfer, Import, Data Extensions, Contact builder, Automation studio.**
- Good Knowledge in **Ampscript** and creation of **landing pages**.
- Having Knowledge on **Journey Builder**.
- Working knowledge in **Email Marketing & Campaign** Management.
- Worked on database technologies like **SQL Server**
- Worked on **HTML** and **CSS** in building emails.
- Worked with **A/B Testing** in determining the winner and publishing emails based on the result
- Good team worker and has ability to understand and adapt to new technologies and environments faster.

Technical Skills: -

- **SFMC:** Users, Roles, Profiles, Data Extract, File transfer, Import, Data Extensions, Contact builder, Automation studio,
- **Tool:** Exact Target (SFMC)
- **Languages:** AmpScript, HTML
- **Database:** SQL Server

Educational Qualification:

- Master of Computer Application from Dayananda Sagar College of Engineering, Bengaluru, under Visvesvariah Technological University in the year 2021
- Bachelor of Computer Application from JSS Shri Manjunatheshwara Institute of UG and PG Studies Dharwad, under Karnataka University, Dharwad in the year 2018.
- Pre-University College from Basaweshwara Science College, Bagalkot, in the year 2015.
- SSLC from SNMK Government High School, Mannikeri in the year 2013.

Work Experience:

- Recently worked at Publicis Sapient. as a Junior Associate Technology from March 2022 till November 2022.
- Previously worked at Centre for Smart Governance. as a Junior Software Engineer from July 2021 to till March 2022 on **Contract Basis**.

Projects Details:**Project Title: Academy Sports****Duties and Responsibilities:**

- Creating dynamic emails and sending it to the respective target audience.
- Experience in tools across marketing cloud including Automation Studio, Contact builder and Content Builder.
- Worked on the Approved Email templates to add the AMP Script according to the business requirements.
- Creating the Sender profiles and Delivery profiles and send classifications before sending the emails.
- Having daily stand-up call with the team to understand the requirements of upcoming assets, target audience set up, concerns regarding the existing assets/campaign planning.
- Learnt Journey Builder.

Project Title: Scale-Up**Duties and Responsibilities:**

- Creating email campaigns using Salesforce marketing cloud, Email studio & Content builder.
- Have experience in creating emails in Email Studio with dynamic content and personalization, Creations of smart forms and business process in Automation studio.
- Having daily stand-up call with the team to understand the requirements of upcoming assets, campaign planning.
- Develop different Email templates for implementation of dynamic email marketing program using HTML and CSS
- Coordination of day-to-day email operations, building and segmenting audiences.
- Worked on different Data Extensions, Content and Lists.
- Gained knowledge about RMM, send classification, contacts and subscribers.