



Contact

8985738395 (Mobile)

abdulsraheem1@gmail.com

www.linkedin.com/in/abdulsraheem/
(LinkedIn)

<https://trailblazer.me/id/raheemsabdu>
(Trailhead Account)

Technical Skills

HTML/CSS

AMPScript

SQL Queries (Query Studio)

SSJS

API Integration

Email Marketing Automation

Journey Builder

Automation Studio

FTP Integration

Search Engine Optimization

JIRA Tool

Shaik Abdul Raheem

7x Salesforce Marketing Cloud Certified

Hyderabad



Summary

Salesforce Marketing Cloud Developer top-performing and highly motivated professional with extensive experience with all primary elements of Marketing Cloud: Interaction Studio, Advertising Studio, Email Studio, Automation Studio, Journey Builder, Analytics Builder and Audience Builder. Good Knowledge on HTML, CSS & AMPScript. Strong marketing professional with a Bachelor's Degree in Technology focused in Computer Science & Engineering from Andhra University.

Experience

KASMO Technologies Pvt. Ltd.

Senior Associate

Aug, 2021 – Present

Bengaluru Urban, Karnataka, INDIA

Kasmo is an end-to-end IT service provider of innovative solutions across various domains worldwide to achieve business transformation by leveraging on its industry insight and technology expertise.

Responsibilities:

- Worked with the Delivery Partner to update/maintain the SFMC standards and best practices around the development of User journeys.
- Managing subscriber data, import and segmentation.
- Create and implement marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio.
- Guiding the team to preparing technical design documents.
- Audience / List segmentation and contact management using SQL.
- Working on Implementation & Setup of Pardot campaigns & Automations.
- Setting up of Social Connectors like Facebook, LinkedIn etc in Pardot.
- Creation of Forms, Form Handlers, Landing Pages to capture prospects.
- Creation of Segmentation Lists based on various criteria as per client requirement.

Relevant Experience:

- Administration activities like Users, Roles, Business Units, Sender/Delivery Profiles Configuration.
- Emails content building using AMPScript, HTML, CSS, DE Creation, A/B testing, dynamic/Static content for Emails.
- Automation Studio utilizing activities like SQL Query, Import, Data Extract, Report to achieve segregation of data, Sending emails, Importing/Exporting of Data from SFMC.
- Worked on implementation review and project check point on the current process and finding the improvement opportunities.
- Expertise in integration of sales/service cloud with SFMC.
- Experience in API integration for setting up a Journey and FTP integration.
- Tracking back the Individual Email Results (IER) into Sales Cloud from SFMC.
- Creation of complex journeys using different entry sources in Journey Builder.

Certifications

Salesforce Marketing Cloud Email Specialist
Salesforce Marketing Cloud Administrator
Salesforce Marketing Cloud Developer
Salesforce Marketing Cloud Consultant
Marketing Cloud Personalization Accredited Professional
Salesforce Pardot Specialist
Salesforce Certified Associate
Google Digital Unlocked
HubSpot Inbound Certified
HubSpot Email Marketing Certified
JIRA Tool

Marketing Skills

Salesforce Marketing Cloud
Pardot Marketing Tool
LeadSquared Marketing Tool
MailChimp Email Marketing Tool
Google Search Ads
Facebook Ads
Google Data Studio
Google Analytics
SEMRush Tool
Competitor Analysis
GoogleMyBusiness
B2C Marketing
Keyword Research
Salesforce CRM

Soft Skills

Leadership Skills
Teamwork
Active Learning
Positive Attitude
Responsibility
Work Ethic

Projects

ShopLC (Tata Consultancy Services)

Senior Developer (Contractor)

Aug, 2022 – Present

Hyderabad. Telangana, INDIA

Responsibilities:

- Developing complex Journeys for Dormant Customers and for new customers.
- Worked on Implementation of Interaction Studio. Taken care of complete setup.
- Worked on sitemap to integrate website with Interaction Studio
- Developed Open Time Email Templates & Campaigns for different usecases.
- Developed Web Templates & Campaigns for different usecases Interaction Studio
- Created Einstein Recipes & Segments in Interaction Studio.
- Created Audiences in Advertising Studio which includes Facebook Integration.
- Setup of Journey for creating Audience & Ad Campaigns in Journey Builder
- Developing email templates using HTML, CSS and AMPScript.
- Creation of resubscribe automation using SQL queries.
- Segmentation of audience using SQL activity.

Holostik India Ltd. (Kasmo Technologies Pvt Ltd)

Senior Associate

May, 2022 – Aug, 2022

Bengaluru, Karnataka, INDIA

Responsibilities:

- Integrations of Facebook and LinkedIn Lead Gen Forms to Pardot
- Development of Pardot Forms and Layout Templates
- Creation of Automation Rules, Segmentation Rules and Segmentation Lists
- Development of Engagement Programs and Form Handlers
- Creation of different users and groups
- Integration of Salesforce and Google Ads with Pardot using Connectors
- Creation of Custom fields and dropdown values for prospects
- Setup of Email Sending Domains and Tracker Domains

Janssen Pharmaceuticals (Capgemini India Pvt Ltd)

Senior Consultant (Contractor)

Nov, 2021 - Mar, 2022 (4 months)

Hyderabad, Telangana, INDIA

Responsibilities:

- Developing SQL queries in Automation Studio for Suppression, Priority and Segmentation of records.
- Updating existing SQL Queries for segmentation and reporting as per the client requirement.
- Creation of Standard and Filtered Data Extensions according to the SQL requirement.
- Designing and developing email template for Email Blast using AMPScript Personalization.
- Working on HTML, CSS, Amp Script to update HTML based emails and landing pages for responsiveness.
- Scheduling Email Blast in Automation Studio using Email Activity and extracting the report using Extract activity.
- Performing QA for developed SQL queries and created test cases in JIRA.
- Worked in an Agile environment with a focus on iterative and test-driven design methods.

Languages

English
Hindi
Telugu

Hobbies

Reading Books
Watching Movies
Listening to Music

Previous Employment

AMZUR Technologies Inc.

Digital Marketing Executive
Apr, 2019 – Jul, 2021 (2 years 4 months)
Visakhapatnam, INDIA.

Amzur Infotech is a IT Consulting & Staffing Firm, based out of Vizag. eTeki Inc., is an entity of Amzur Infotech, which is a Technical Interview- as-a-Service Platform.

Responsibilities:

- Working on both On-Page & Off-Page SEO to improve eTeki website visibility in Search Engine Results Page.
- CRM Management & setting up email automation for prospects using LeadSquared CRM tool.
- Creating & updating wordpress website pages.
- Audit website performance and backlinks audit using SEMrush tool and researching opportunities for link building with new prospects.
- Designing & editing of banners and icons using Adobe Photoshop.
- Video & Audio editing for webinars, tutorials, and podcasts published by team.
- Working on Email designs using HTML and CSS in Salesforce Marketing Cloud.
- Creation of Thank You landing pages for the emails to the target records in SFMC.
- Importing of prospects data into Salesforce Sales Cloud and creation of Custom Fields in Objects.

KVM Rhombus Enterprises Pvt Ltd

Digital Marketing Executive
Jun, 2017 – Apr, 2019 (1 year 10 months)
Visakhapatnam, INDIA.

Rhombus Interiors is an Importer of Interior products like Wallpapers, Vinyl Flooring, Foam Sheets, Artificial Grass, etc. from South Korea, China & Europe.

Responsibilities:

- Developed a WordPress website according to my company requirement and managing website with regular updates.
- Handling its Social Media profiles like Facebook, Instagram, Pinterest, Twitter etc., and posting some regular posts & Paid Ads.
- Making of designer images or Infographics about our interior products for sharing it to Clients.
- On Page & Off Page SEO to improve the ranking in SERP. Worked on Backlinks by commenting in the relevant blogs.
- Created and managed Google My Business listing along with Google search ads using My Business listing in few areas.
- Created Google Search Ads Campaigns for getting calls.

Education

Andhra University (2013 - 2017)
Bachelor's Degree In Technology, Computer Science And Engineering

NRI Junior Kalasala (2011 - 2013)
Intermediate - MPC

St Francis De Sales School (2010 - 2011)
10th Standard, SSC