

Jakkula Sandeep

Senior Systems Engineer

Salesforce Marketing Cloud Email Specialist. I have a total of 3.6 years of experience in the IT industry, in which 2 years of experience as Salesforce Marketing Cloud Developer and 1.6 years of experience in Digital Marketing.

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 Hyderabad

WORK EXPERIENCE:

ESMOB Technologies pvt.ltd | June 2019 to Dec 2021

I have been Auditing YouTube API requests and approving API calls required per day based on YouTube guidelines.

- Expected to provide quality assurance and ensure that developers are in compliance with the policies.
- A thorough deep checks are initiated to maintain data security of the users and ensure to recommend the developers to follow the set of guidelines prescribed by YouTube.

Infosys

Senior Systems Engineer | Dec 2021- Present

Sales Force Marketing Cloud

- I can configure and design journey using journey builder. Having a good work exposure on Validation Rules, Email Alerts and Automation Studio.
- Comfortable in creating Automated daily processing and data extensions points.
- Creating emails, email templates using content blocks in content builder.

RELEVANT PROJECTS:

Gene IT Operations

- Worked on Pharma Client, Medical Client in B2C.
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation Studio.
- Experience in automation studio for performing actions such as imports, extracts and SQL query activities.
- Creating users and assigning roles, permission sets. Knowledge on preference management and profile management.
- Creating lists, data extensions to store user's data and applying filters on them depending on requirements.
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final e-mail campaign.
- Worked for clients of company, handled the campaign workflow and Day to Day communications by developing an Emails, cloud pages according to the requirements.
- Established a new way of Quality Checking leading to an increase in quality rate to 99.6 %

EDUCATION:

2015-2019 | Sri Indu College of Engineering and Technology, Hyderabad

Bachelor of Technology- Electronics and Communication

SKILLS:

- Email Studio
- Automation Studio
- Journey Builder
- Contact and Content Builder
- Mobile Studio
- Digital and Email Marketing
- Amp Script
- HTML