



# Suresh Paradesi

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## CAREER OBJECTIVE

Looking for a challenging role in a reputable organization to utilize my technical, database, and management skills for the growth of the organization as well as to enhance my knowledge about new and emerging trends in the IT sector.

## WORK EXPERIENCE

### Deloitte

July 2022 — Present

SFMC Consultant

- **Key Modules worked on in Salesforce Marketing Cloud include :**
- Worked on Platform configuration: BU Setup, Users and roles, sender profile creation, FTP User setup, Enable Multi org, SAP Setup, RMM setup, Account settings, security settings and Einstein STO.
- Marketing cloud Connect Integration and data model.
- Automations and Journeys creation.
- Email creation from templates and email personalization.
- Custom preference center creation.
- Guiding the team to preparing technical design documents.
- Build strong working relationships with Onsite, offshore, business teams and external vendors.
- Experience on salesforce tracker ticketing tool.

### Kasmo Technologies Pvt Ltd

Nov 2021 — June 2022

Senior Associate - SFMC

- **Key Modules worked on in Salesforce Marketing Cloud include :**
- Expertise in integration of sales/service cloud with SFMC
- Integration of API's set up for journey's, insert records in DE
- Administration Configuration like Creating BU, users, roles and assigning roles to specific users, Set up sender profile, delivery profile and send classification
- Configuring required Data Extensions, E-Mails, Contents, dynamic content and other activities
- Segmenting the data (synchronized Data Extension, Data Extensions, Data Views) by using SQL query activity in automation
- Creating Journeys in Journey Builder & Automations in Automation Studio
- Create/Update data directly in SFDC from cloud page or from journey builder sales cloud activities
- Perform Code Review and Code Optimization
- To create the landing page, smart capture form, newsletters in the web studio
- Built Cloud pages for Unsubscribe and preference center
- Conform to delivery checklist, debugging, Testing and Documentation
- End to End Digital marketing campaign execution
- Usage of AMP script to pull data into data extension and other functionality
- Good Experience in design, development and conducting impact analysis of issues
- Good at managing the technical issues/resolutions in partnership with the Salesforce Team and Delivery partners

- Automated the entire email send process from data drop on FTP, segregate the data per filter criteria, and send the ampscript based email via Journey
- Requesting the details for Configuring Private Domains and Dedicated IP and Sender Authentication packages
- Experience on Rally tool, user stories creation and update and Review

## **Trifecta Projects Pvt Ltd**

**Sep 2020 — Nov 2021**

Digital Marketing Executive

- **ROLES & RESPONSIBILITIES :**
- Worked on Salesforce marketing cloud: Email studio, Automation studio, Journey Builder
- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Facebook, Twitter etc.)
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.).
- PPC, SMM and other techniques to drive traffic to company pages and generate interest in company products and services
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Experience in Email Marketing

## **Career Clinic Edu Services**

**March 2018 — March 2020**

Digital Marketing Executive

- **ROLES & RESPONSIBILITIES :**
- Conceptualize and manage all digital marketing campaigns including SEO/ SEM/ PPC/ Google Ad words/ Display/ Remarketing/ Social Media marketing.
- Organic Search Engine Optimization and Research.
- On page optimization with keyword research, Meta tags, title tags and internal page linking, Meta Keyword, Google & Bing Webmaster, GoogleSearch Console, GoogleAnalytics ,Code Implementation, robots.txt, xml Sitemap Creation & Submission, ImageOptimization.
- Off page Optimization like Directory Submission, Social Bookmark,Blog,Forum Submission, Article submission and Link Building,Business Listing, Press Release,Classified Ads, Question & Answer.
- Search Engine Submissions (Google, Yahoo, Bing)
- Search Engine Marketing (SEM)
- Experience in Google search network, display network ads

## **PROFESSIONAL SKILLS**

- Salesforce Marketing cloud (Email studio, Automation studio, Journey Builder, Content Builder, Contact Builder, Web Studio)
- HTML & CSS, SQL Query
- Ampscript, SSJS
- Search Engine Optimization (SEO)
- Google Analytics & Ad words, PPC
- Social Media Marketing(Facebook, Twitter, LinkedIn, Instagram)
- Wordpress - Web Development
- Photoshop (Affinity Designer, Canva Tool)

## EDUCATION

### B.tech

**Aug 2014 — April 2017**

Vaagdevi Institute of Technology and science

- Specialization : Electronics and communication engineering
- Graduated with Distinction

### Diploma

**Aug 2011 — April 2014**

Govt Polytechnic College,proddatur.

- Specialization : Electronics and communication engineering
- Completed with Distinction

### SSC

**Jun 2010 — March 2011**

ZPH School, Domaranandyala.

- Matriculated with Distinction

## CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Administrator
- Marketing Cloud Personalization Accredited Professional(IS)
- Marketing Cloud Customer Data Platform Accredited Professional(CDP)
- Advanced Digital marketing

## PERSONAL INFORMATION

- Name - Paradesi Suresh
- Father Name - P Venkate subbaiah
- DOB - 03/04/1996
- Languages - English, Hindi, Telugu
- Hobbies - Chess, Listening to music, Reading, Attending Motivational Events.

## DECLARATION

- I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the same.
- DATE:
- SIGN: Suresh P