Kaveti Raja

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✞ Career Objective:

Salesforce Marketing cloud developer seeking to handle increase responsibility and challenging assignments to harness my technical and analytical skills on, to be part of an environment that promotes team and provide opportunity for value based growth as well as career advancement while making as significant contribution to the organization

✞ Professional Experience:

- ✞ Over all 4 years of IT experience as software engineer.
- ✞ 3 years plus of experience into Salesforce Marketing Cloud.
- ✞ 1 years of experience in Salesforce admin
- ✞ Have knowledge and worked on Web Applications like HTML, CSS, SQL.
- ✞ Configured FTP accounts and used it for import and File transfer and upload.
- ✞ Experience in all phases of marketing cloud which includes working on journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud /Exact Target Platform.
- ✞ Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- ✞ Developed AMP script code to implement business requirements by creating Dynamic content.
- ✞ Creation of Users, Roles, Profiles and applying securities at all levels.
- ✞ Designing of an Application and creating Objects with respective to the Application.
- ✞ Excellent analytical and debugging skills, team facilitator, self-motivated and possess good communication skills, good work ethics and interpersonal skills.
- ✞ Ability to grasp and learn things quickly, interest in learning and working with new technologies.

✞ Employment History:

- ✞ **Organization :** IPARK INFO TECHONOLOGIES PRIVATE LIMITED
- ✞ **Designation :** Salesforce Marketing Cloud Developer
- ✞ **Period :** 2018 APRIL- Till Date

✞ Work Experience

- ✞ **Project** : **2**
- ✞ **Project Name** : **Caterpillar**
- ✞ **Client** : **Caterpillar**
- ✞ **Duration** : **[APRIL 2019 To Till Date]**
- ✞ **Role** : **Marketing Cloud Developer**

✞ Roles and Responsibilities:

- ✝ Have been working on Email Studio, Content Builder, Contact Builder, Automation Studio, Journey Builder in marketing cloud
- ✝ Takes ownership of client issues through to resolution including trouble shooting internal and external communication and providing meaningful feedback to the clients on regular basis.
- ✝ Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- ✝ Used automation studio for performing activities imports, exports and SQL query activities.
- ✝ Writing SQL queries to build targeted audiences & Extract Data.
- ✝ Designed and configure journeys using activities within the journey builder and launched in the production after thorough testing.
- ✝ Tracking the total number of emails sent and opened, extracting the reports according to the requirements.to send follow-up emails
- ✝ Creating templates and many sender profiles, send classifications and associated them according to the client's request.
- ✝ Checking the data of email studio of different types of bounces.
- ✝ Send Configuration, Trigger Sends, User Initiated Sends, Salesforce Sends, Guided Send, Simple Send, Text Sends ,etc.
- ✝ Email Tracking & Reporting.
- ✝ Consulted with clients for email marketing campaign planning.
- ✝ Worked on salesforce marketing cloud connect to connect SFDC .
- ✝ Worked on end-to-end deployment of emails and journeys in SFMC
- ✝ Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.
  Used HTML, CSS, SQL, AMP Script to build customized solutions that support critical business functions
- ✝ Checking the daily reports

- ✝ **Project** **: 1**
- ✝ **Role** **: Salesforce Admin**
- ✝ **Period** **: APRIL 2018 – APRIL 2019**

- ✝ Supporting the Sales team, qualifying Sales leads on Salesforce
- ✝ Adding and deactivating users on Salesforce; running the sales report to help forecast
- ✝ Keeping Track of Sales targets, point of contact of any sales queries and managed customer data.
- ✝ Create New User Profiles and Monitor Access Levels.
- ✝ Designing Workflows and Approval on respective objects.
- ✝ Updated some profile level changes if project required.
- ✝ Managed Salesforce requests / issues for users.
- ✝ Provided Permission sets, added Users in various Public groups and queue.
- ✝ Daily health Check report sent to business.
- ✝ Import New Leads and Contacts
- ✝ Daily Report generation and sent to business.
- ✝ Create and Maintain Archive for Field History Tables
- ✝ Address User Issues as They Arise

- ✝ Run Quarterly Database Maintenance Reports

- ✝ **<u>Academic Profile</u>**

✞ **Qualification** : **B.Com(Computers)**
✞ **Institute** : **Kakatiya Degree College (Vikrama Simhapuri University-2016)**
✞ **CGPA** : **84**

✞ <u>Declaration</u>

I hereby declare that all the information furnished in this document is true to the best of my knowledge.

PLACE: Hyderabad

(**Raja.K**)