

Rakshith P

Salesforce Marketing Cloud Developer

I am a Salesforce Marketing Cloud Developer handling Email studio, Web studio, Journey Builder, Automation Studio, Contact Builder, API Integration, AMPScript, SQL Server. A Dedicated team member, Well versed with IT tools and technologies

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EXPERIENCE

Capgemini India Pvt. Ltd , Bangalore — Associate Consultant(Salesforce Marketing cloud Developer)

Jan 2021 - PRESENT

- Creating email templates from scratch with dynamic content.
- Hands-on experience on Email Studio, Mobile Studio, Automation Studio and Journey Builder.
- Worked on creation of File Locations(FTP) for Import, Data Extract and File Transfer activities and Data Extensions in the account.
- Responsible for User creation and management of their Roles & Permissions.
- Experience in Integrating Salesforce CRM with Salesforce Marketing Cloud.
- Worked on SMS Campaigns, Report, DNC Process and API.
- Worked on Various POC on API, Interactive email form, UTM Parameter, Dynamic Sender Profile etc
- Have knowledge on Marketing cloud Intelligence and Personalization

Obsessory Online Service Ltd and KYC Hub(Remote work)-Migrated, Bangalore— Software Developer

Jun 2019 - Dec 2020

- I worked on an obsessory and kychub project as a backend developer, responsible for coding and developing applications.
- I have worked for 1.6 years as Data analyst, extracting data from various websites(using selenium), analyzing and mapping it into DB(postgres) and Elasticsearch. Also worked as trainer for Interns and technical supporter for QA team(TestNG and Selenium)

SKILLS

HTML, CSS, SQL Server

AMPScript, Email Marketing
Analytics & Reporting

Automation Studio, Journey
Builder

Cloud pages Content builder,
Tracking Responsive Design

Quality Analysis, Campaign
management

Rest API, Email Studio

LANGUAGES

Kannada, English, Tulu,
Hindi, Tamil

HOBBIES

Dance
Singing/listening music

CERTIFICATES

- ★ Salesforce Certified Marketing Cloud Email Specialist (April 4 2021 – Present)
- ★ Salesforce Certified Marketing Cloud Administrator(May 18 2021–Present)
- ★ Salesforce Certified Marketing Cloud Developer(November 30 2022 –Present)
- ★ Certified Google Analytics Beginner and Advanced
- ★ Certified from Coursera as Agile Software Development
- ★ Certified from Coursera as Agile with Atlassian

INTEREST

Salesforce CRM
Social Media Marketing
Marketing Cloud Personalization(Interaction Studio)
CDP
Marketing Cloud Intelligence(Datorama)

EDUCATION

Shree Devi Institute of Technology, Mangalore— MCA

2017 - 2019

ACHIEVEMENTS

Received appreciation from multiple Team members for outstanding contribution.

Provided training on SFMC tools for freshers in the organization.

Conducted Technical talks in my previous colleges .

Received appreciation from Project Team.

Trailhead

- Rank : Mountaineer
- Badges :53
- Points :19,500
- Trails :5