



**Microsoft**  
**CERTIFIED**  
Solutions Associate

Windows Server 2012

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#### Local Address:

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#### Personal Details:

**Date of Birth:** 25/07/1992

**Sex:** Male

**Marital Status:** Married.

**Nationality:** Indian.

**Languages Known:** English, Hindi,  
Kannada, and Telugu.

## GUDE PAVAN KUMAR

### Summary:

6+ years experienced IT professional and Salesforce Marketing Cloud developer with a prolific track record in software development and marketing management. Highly skilled in identifying and fulfilling client requirements within the framework of organizational work processes. Adept at business development, troubleshooting, and managing data while providing customer support. Proficient in administering tools and technologies which are being used in the development of Salesforce Marketing Cloud.

### Key Skills:

**SFMC Development** **Salesforce Marketing Cloud** **Exact target** **Email Studio**  
**Marketing Automation** **Data Management** **SFMC Configuration** **AMPscripts**  
**Reporting** **Tracking** **Documentation** **Troubleshooting** **Journey Builder**

### Technical Skills:

- HTML & MYSQL
- AMP Scripts Basic Level
- Salesforce Marketing cloud (Exact Target )
- Salesforce Admin
- Journey Builder

### Analytical Skills

- Problem Solving
- Root Cause Analysis
- Analytical Thinking
- Team Management
- Team Building

### Valtech: Sr Software Developer [ 2019 – Present ]

- Spearheading end-to-end implementation of Marketing Cloud business units.
- Utilizing the personalization string and AMP Script while configuring email templates and emails in the content builder tool.
- Designing the emails using dynamic content testing the customer journey as per the client requirements.
- Developing and maintaining responsive layout templates, personalized emails templates, and landing/cloud pages.
- Including custom user preference and subscription center using extensive AMP script.
- Automating marketing with journey builder configuring content builder, Data Management, testing, sending & analytics, and audience segmentation.
- Initiating the Salesforce Marketing Cloud automation using various activities as per the client requirements.
- Creating an attribute group using the contact builder & managing the data extensions.
- Managing user, security, and data access, object customization, data, reports, dashboards & automation in Salesforce environment.
- Reporting, tracking, analyzing campaign performance, getting data from CRM & loading into SFMC with Sync Data Extension.
- Heading integration of different clouds with Salesforce Marketing Cloud, triggering email sends and transactional email sends.

## **Mahindra Comviva: Software Engineer – Technical Support - [ 2016 – 2019 ]**

- Working on the tickets
- Mainly deals with debugging the bugs in the campaigns.
- We'll be providing support for triggered, batch, and advertised campaigns.
- Fetching the data from BigQuery as per the customer requirements (sends, deliveries, revenue, bounces, unsubscribe, etc.,)
- Providing the account and SFTP access.
- Monitoring the campaigns and providing the resolution if any campaigns halted or found any odd behavior.
- Monitoring and maintaining the campaigns internally before the client came up and raised the concern.
- Analyzing the data by using the datadog tool and guiding the clients in the way to increase the revenue.
- Guiding the clients in configuring and scheduling the campaigns.
- Creating the audience and guiding them in case they are facing any difficulty within the logic.
- Doing the root cause analysis when the problem arises.
- Escalating to the engineering team in case we find any bugs in the development level.

## **Academics:**

- M.Tech in Computer Science and Engineering ( 2019 ) from BVSR College of Engineering and Technologies, Under JNT University with (~68% )
- B.Tech in Computer Science and Engineering (2014) from QIS College of Engineering and Technologies, Under JNT University with (63%).
- Intermediate from State Board with 2nd Class (84.8 %).
- SSC from State Board with 1st Class (83 %)

## **Extra-curricular activities**

- Trained MCSA and Certified in Zoom Technologies, Banjara Hills, Hyderabad.
- Trained Linux in Zoom Technologies, Banjara Hills, Hyderabad.
- Trained in Salesforce Marketing Cloud Management.

## **Strengths:**

- Good Ability in leading a team as well work in a team,
- Positive Attitude, Sincerity & Punctuality.
- Desire for innovation & Continuous learning.

## **Declaration**

I hereby solemnly declare that all statements made above are true and correct to the best of my knowledge and belief.

Yours sincerely,  
Gude. Pavan Kumar