



## Selvamoorthi C

SENIOR SFMC DEVELOPER



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### PROFILE

With 8 years of experience in web design and email marketing, I have developed a strong expertise in creating engaging digital experiences for customers. I am highly skilled in Salesforce Marketing Cloud, and have a deep understanding of email marketing best practices. Additionally, my background in web design has given me a unique perspective on creating digital campaigns that are visually appealing and user-friendly.

### EDUCATION

Jun 2012 - Apr 2015

#### Bachelor in

Information technology

Bishop Caldwell College

## WORK EXPERIENCE

### SENIOR ENGINEER - TECHNOLOGY

*Verticurl Marketing Technology*

Aug 2021 - Present

- Created and executed email marketing campaigns including email creation from scratch and deployment of campaigns.
- Designed and created landing pages and forms for email campaigns using Salesforce Marketing Cloud.
- Set up a simple and advance campaign journeys using Salesforce Marketing Cloud Journey Builder.
- Able to write a SQL query and setup an automation with advance tools and features
- Monitored campaign performance using Salesforce Marketing Cloud analytics to identify areas for improvement.
- Established and managed data extensions using Salesforce Marketing Cloud, ensuring accurate data capture and segmenting of audiences for targeted campaigns.
- Provided training and support to internal teams on email marketing best practices and Salesforce Marketing Cloud functionality.

### SENIOR WEB DESIGNER

*Sathya Technosoft - Tuticorin*

Jul 2015 - Jul 2021

- Setup a static and dynamic webpages using HTML, CSS, and JavaScript. Create and publish Email campaign on SFMC E-mail Studio Platform.
- Planning, design and implementation of complete websites.
- Work closely with clients on concepts and audience to derive the right type of creative
- Organize the designing work in time effectively.
- Train the new designers.
- Managing, producing and designing projects from brief to fulfillment.

## SKILLS

- HTML5
- CSS3
- Javascript
- jQuery
- AMPScript
- SQL
- Adobe Photoshop
- Salesforce Marketing Cloud