

**Ramakrishna Prathi**  
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#### PROFESSIONAL SUMMARY:

- Totally **12 + years** of working experience in IT, having **3 + yrs** of experience in Software Development with strong technical skills including experience in Salesforce.com and Force.com platform as a developer and Salesforce Marketing Cloud.
- Worked on AGILE Methods and Scrum Master.
- 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.
- Used Automation studio for performing actions such as imports, extracts, and SQL query activities. Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation
- Ready to explore and learn new technologies.
- Strong communication skills when working with Business Analysts, Developers, Project Managers and SMEs.
- Have acquired ability to gather and define Business requirements to meet User/Customer expectations.
- Good Technical skills on Ab Initio, Unix, Oracle9i, DB2 and Windows NT/XP/2000/9X
- Good hands-on experience on GDE components and graphs maintenance in Ab Initio.
- Implemented Oracle Identity & Access Management of products for clients across multiple industry domains such as IT, Telecom, Banking, Finance and Manufacturing.
- Excellent knowledge and experience in Information Security Policies and Procedure compliance reviews and System Security Audits.
- Ability to adopt new technologies.

#### TECHNICAL SKILLS:

<b>Marketing Cloud:</b>	Salesforce.com, Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Contact Builder.
<b>Salesforce Technologies:</b>	Test Classes, SOQL, SOSL, Triggers, Custom Objects, Validation Rules, Workflows, Dashboards,
<b>Salesforce API Tools:</b>	Eclipse, Data loader, MS Excel, Abinitio ETL
<b>Operating Systems:</b>	Windows 2000/2003/2008 Server, Linux, Solaris.
<b>Languages:</b>	HTML, PHP, XHTML, XSLT, WSDL, and XPATH,
<b>Databases:</b>	MS Sql Server, Oracle 9i and SQL
<b>Domains:</b>	Insurance, IT, Banking & Finance.

#### PROFESSIONAL EXPERIENCE DETAILS:

- ❖ Working as a **Manager** with **Capgemini Technology Solutions, Hyderabad** from Dec 2021 to till date.
- ❖ Worked as a **Senior Specialist** with **HCL Technologies, Chennai** from Jan 2020 to Dec 2021.
- ❖ Worked as a **Lead** with **Wipro Technologies** thru **Magna Infotech, Bangalore** from Jun 2019 to Sep 2019
- ❖ Worked as an **Advisory Technical Service Cloud Specialist** with **IBM, Hyderabad** from Nov 2017 to Mar 2019
- ❖ Worked as a **Consultant** with **Polaris Financial Technology Limited, Hyderabad** from May 2013 to Nov 2017.
- ❖ Worked as a **Software Engineer** with **Tata Consultancy Services, Chennai** from Sep 2010 to Jan 2013.
- ❖ Worked as an **Assistant Professor** for **Al-Ameen College, Bangalore** from Jun 2008 to July 2010.

#### **BUSINESS EXPERIENCE:**

- Process review and management in area of workflows, narratives, policy, and procedures.
- General IT controls, application controls analysis, design & architecture, Technical Documentation.
- Strong Communication, Presentation and Documentation skills.
- Good Analytical, Problem-Solving skills.
- Participated & Handled KT sessions to different Client's team of Administrators.

#### **EDUCATION:**

- Master of Computer Application from **Bangalore University** in June-2007.
- Bachelor of Science (Computers) from **Acharya Nagarjuna University** in April-2004.

#### **CERTIFICATION:**

- Salesforce.com Certified Marketing Cloud Email Specialist
- Salesforce.com Certified Marketing Cloud Administrator
- Certified Information Systems Auditor (CISA)
- Hadoop, Spark, Python and Hive Internal Certification from IBM.
- Talend Certification from Virtusa Polaris.
- Insurance Domain Certification FTC L1 from Tata Consultancy Services.

#### **PROFESSIONAL EXPERIENCE:**

**Client: Wells Fargo – Cheetah Mail Migration to SFMC**

**(Dec 2021 to Tilldate)**

**Role:** Manager

**Responsibility:**

- Design, Document, build test and deploy enhancements to Salesforce instance.
- Worked on gap analysis of requirements with upstream and downstream teams to ensure accuracy in designs.
- Managed successful migration of critical production and contingency servers with no impact to business.
- Hosted weekly status calls with LOB senior management to provide project status and highlight risks and issues.
- Creating the workflow based on the brief provided by clients.
- Regularly communicated with the client target segmentation and for the brief completeness.
- Assigning the work within the team and checking the priority work.
- Creating the segmentation doing the self QA for the created campaign and segments.
- Hands-on experience on Email Studio, Journey builder (Automation Studio and Journey builder), Contact builder, Content builder in SFMC.
- Working on basic SQL queries to extract the data from data extension.
- Hands-on experience on creating the cloud pages to capture the data and use in the Journeys.
- Handling team of 5 members, Monitoring and assigning the work to them.

#### **Blue Cross Blue Shield of Rhode Island Implementation – BCBSRI,**

**(Jan 2020 to Dec 2021)**

**Role:** Marketing Cloud Consultant

#### **Responsibility:**

- Developed and maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Experience on Mobile push and Mobile connect.
- Experience on cloud pages and web pages.
- Managing subscriber data, import and segmentation using a combination of Salesforce Confidential tools and database queries.
- Responsible for technical coordination including email QA in html, writing SQL query and Amp Script logic and leveraging assets to build and deploy email campaigns.
- Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions.

**Environment:** Salesforce.com, HTML5, CSS3, Data Loader, WSDL, SQL, Web Services, SOAP, REST, FILE Zilla, POST MAN.

#### **Finisar Sales Portal IDAM Implementation – Finisar Corp,**

**(June 2019 to Sep 2019)**

**Role:** Marketing Cloud Consultant

#### **Responsibility:**

- Created a cloud page as per the business requirements.
- Segregating the data with Automation studio by writing SQL queries.

- Worked on Automation FTP of third-party files.
- Writing SQL queries to move the records from synchronized data extension to normal extension.
- Creating dynamic email templates.
- Writing AMP scripts logics on email templates and cloud pages.
- Creating single step journeys and multistep journey's as per the business requirements.
- Worked on Publication list, Exclusion list and Suppression list.

## **SunTrust Group – USA**

**(Nov 2017 to Mar 2019)**

**Role:** Abinitio Developer

### **Responsibilities:**

- Involved in the Design walkthroughs to understand the data flow from different systems.
- Build the graph to read the data from the Teradata and load into the Hive /Hue database tables.
- Build the Plans to accomplish the moving of source data, validations, loading into the database tables and Recon.
- Provided the solution to read the data from Hive from partitions data for Day1 runsonwards.
- Quarterly, Monthly KPIs has been built to validate the results by the end-users.
- Generic script has been written to create the hive database table partitions under the specific Hadoop distributed file system locations.
- Created the various types of DMLs parquet and avro.
- Interacting with Data Analysts to understand the data flow from various systems.
- Conducting the design walk-through before starting the build activities.
- Coordinating with testing team to complete the SIT and UAT tests.
- Involving in analysis for the error occurred over the Day0 and Day1 run at Production environment

**Environment:** Ab Initio 3.2.6, EME 3.2.6, GDE 3.2.6, UNIX, Hive, Teradata, Autosys

## **Citibank Project One – USA**

### **Salesforce Support and Implementation**

**(Aug 2016 to Nov2017)**

**Role:** Consultant

### **Responsibilities:**

- Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings. Responsible for IP warming to establish IP sender credibility.
- Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
- Trained vendors to use Content builder to build and maintain marketing content. Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement.
- Used Journey builder in running more than 50+ different campaigns along with Automation Studio and Contact Builder.
- Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions
- Responsible for connecting the Sales and Service clouds with marketing cloud connect.

**Client: Citigroup-CTO, UK**

Project Name	: Euro CARS
Client Name	: Citigroup-CTO, UK
Duration	: May 2013 to July 2016
Domain	: Banking
Role	: Ab Initio Developer.

**Description:** EuroCARS is the system to perform the risk management calculation based on the BASEL according to instructions. EuroCARS aims to draw together and consolidate all the customer, rating, facility and exposure information from across all the technical system and perform a common set of calculation for the data. Once the calculations have been performed then reports can produce to fulfill the aim of the system. EuroCARS system takes care of doing daily calculation of regulatory reporting numbers. The important reports are Credit Risk Reporting under BASEL II, Market Risk Reporting, Large Exposure Reporting, Liquidity Reporting, Foreign Exchange Reporting etc., and EuroCARS covers all methodologies for Credit Risk and Operation Risk.

**Responsibilities:**

- Developed Ab Initio graphs to build business rules for extracting data from EuroCARS (Flat Files) and validate, transform and load data into Sybase database.
- Created psets through ACE/BRE as per the source graphs.
- Created Sample Templates to build in ACE/BRE for Congo region.
- Involved in Ab Initio graph development, that run on daily, weekly and Monthly cycle basis for loading the data based on business requirements.
- Understanding of client requirement writing code to develop the reports.
- Involved in code promotions and testing of graphs in DEV and UAT environments.
- Providing support for EoD and History data processing.

**Solution Environment: Ab Initio 3.1.5, EME 3.1.5, GDE 3.1.5, UNIX, Sybase, Autosys**

**Client: American International Group, USA**

Project Name	: UW- Sales Force
Client Name	: AIG Property Casualty Company, USA

Duration : Sep 2010 to Jan 2013  
Domain : Insurance  
Role : Ab Initio Developer.

**Description:** In the Sales Force project every day the data feed comes from various interfacing systems. The input is either in the form of Flat file or database that has only query permission but no write access. The data is then stored in some intermediate data sets and then through web service calls the data are either updated or inserted to Sales Force application. Salesforce.com was implemented for AIG in Commercial Insurance group to enable the company to be more effective in managing existing business and also enable to drive new business areas for improving cross-selling and up-selling of DBG products. The Salesforce.com implementation assisted the Domestic Brokerage Group through below listed activities.

- ✓ Easier access to Customer data (accounts, brokers, initiatives and submissions)
- ✓ Ability to have a single view of the customer.
- ✓ Enhance initiative management capabilities.
- ✓ Better visibility for management into DBG's activities.
- ✓ Enhanced "day-in-the-life" user productivity, relationship management.
- ✓ Enhanced capabilities to up-sell and cross-sell.

**Responsibilities:**

- Involved in Analysis and Estimation of Business Requirements as per User Specifications.
- Developed Ab Initio graphs to build business rules to extract data from Oracle, Mainframe, Flat Files and validate, transform, and load data to Oracle DB or Flat File.
- Involved in development of Ab Initio graphs that run on a daily and weekly cycle for cleansing and populating the data into Sales Force.
- Created graphs for reconciliation procedures with the source system before calling the web service call and uploading data to Sales Force.
- Preparation of Design document for the Business requirement through continual interaction with Application stakeholders.
- Converted the business requirements in to detailed technical structure for data warehouse projects. Participated in Change Management procedures by checking in the changed code in Polytron Version Control System (PVCS) and Ab Initio EME.
- Creation of ETL checklist document. Preparation of Unit and SIT cases.
- Leveraged Autosys JIL to Schedule the processes. Providing support for EoD and History data processing.