

Rajasekhar Devandla

Salesforce Marketing Cloud Developer



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- ✓ Salesforce and Salesforce Marketing Cloud developer with over 3 years of experience designing, developing,
- ✓ and implementing client-specific solutions. ExactTarget (Salesforce Marketing Cloud), Journey Builder, Automation Studio, Email Studio, REST API, and App Exchange.
- ✓ Apex Language, Apex Classes, Apex Triggers, SOQL, SOSL, Apex Data Loader, and other Salesforce.com technologies are all strengths.
- ✓ ETL/Integration tools, software testing and validation, source and version control (Git, GitHub), continuous integration systems, analytical thinking and problem-solving, and Agile/Scrum methodology are all skills required.
- ✓ Strong understanding of HTML, CSS, JavaScript, PHP, and CRM workflow development, as well as SOAP and RESTful web services, requirements gathering and analysis, debugging, and troubleshooting. proven ability to collaborate with business process owners to understand their needs, develop, and implement marketing campaigns



Skills

- ✓ Salesforce Marketing Cloud Developer
- ✓ Salesforce Configuration
- ✓ SSJS
- ✓ SQL
- ✓ SOQL
- ✓ SOSL
- ✓ Amp Script
- ✓ HTML5
- ✓ CSS
- ✓ Good communication skills



Work History

2020-11 - Current

Salesforce Marketing Cloud Developer

Cognizant, Hyderabad

- ✓ As a Salesforce Marketing Cloud Developer with 3 years of experience, you should have a strong understanding of marketing automation and customer relationship management (CRM) systems. Your job responsibilities may include:
- ✓ Salesforce Marketing Cloud is used to develop and implement complex marketing automation solutions.
- ✓ Designing and building custom integrations with other systems, such as Salesforce CRM, third-party data sources, and web analytics platforms.
- ✓ Developing and deploying email campaigns, including creating email templates, setting up email journeys, and analyzing email metrics.
- ✓ Creating and maintaining data extensions, automations, and triggers within the Salesforce Marketing Cloud.
- ✓ Developing and maintaining SQL scripts for data manipulation and data extraction.
- ✓ working closely with marketing teams to understand business requirements and translate those into technical solutions.
- ✓ Providing technical support to marketing teams, including troubleshooting issues and providing solutions.
- ✓ Staying up-to-date with the latest trends and best practices in marketing automation and CRM systems.



Education

2015-07 - 2020-09

Bachelor of Technology: Electronics and Instrumentation Engineering

VRSEC - Vijayawada