

SANDHYA JALLI
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Career Statement:

Seeking to advance a growing tech career as a Salesforce Marketing Cloud Developer. Offering my skills for the growth of the organization and my career.

Certifications:

Salesforce Marketing Cloud Email Specialist.



Professional Experience:

- Having 1+ year of Experience in salesforce marketing cloud.
- Tremendous problem solving and troubleshooting skills, leadership qualities, strong analytical, organizational, multitasking, and execution skills in a fast-paced team environment and ensure delivery within time frame.
- Good understanding of interactive application development and memory management.
- Analyzing the requirements and developing the Emails using Html, CSS, AMP Script.
- Excellent analytical and debugging skills, team facilitator, self-motivated and possess good communication skills, good work ethics and interpersonal skills.
- Able to work in a collaborative team environment.
- Ability to grasp and learn things quickly, interest in learning and working with new technologies.
- Analyzing the content through email testing, Postman testing and content testing.
- Create build and execute campaigns.
- Salesforce marketing cloud, Cloud Page Creation, Data extension creation, Web page designing, Developing personalized emails using amp script, Journey Builder, Automation, content testing, Email testing and postman testing.

Technical Skills:

- HTML, CSS, JavaScript
- SQL
- AMPSCRIPT

Educational Qualifications:

- Completed B.tech Computer Science of Engineering from **JNTUK** with 69% in 2020.

Projects:

Project 1:

Project Title: Project - X.

Designation: Email Specialist.

Description: Project X describes the details of configuration, development, and implementation of SFMC (SFMC) for Western Union (WU). The purpose of this document is to state business solutions for WU's current needs as it relates to Emails Notifications in SFMC. This document will provide detailed contextual background useful for all future enhancements and implementations to the teams.

Solution Environment: Salesforce CRM

Technologies Used: HTML, CSS, SQL, AMP SCRIPT, POSTMAN.

- **Project Vision:**

To develop and implement existing near real time service-related communication stories for Project-X in SFMC to ensure maximization of both SFMC capabilities and optimization of existing business use cases.

Roles & Responsibility:

- Setup WU EMAIL messages in marketing cloud
- Create the Data Extension/model for each scenario.
- Create the journeys with the right message for each template.
- Provide keys and authorization information to the external team.
- Creation of Email templates in Content Builder and Email Studio
- After thorough testing, designed and configured journeys using activities within the Journey Builder and launched in the production.
- Worked on landing pages and smart capture forms
- Create build and execute campaigns.
- Worked on Content builder to creating content templates.
- Created Data Extensions, Users, Roles under Administration Settings
- Designed personalized email content using HTML, AMPScript in Content Builder.
- Analyzing the code and making respective modification.

Project 2:

Project Title: ICS.

Designation: Salesforce Marketing Cloud Developer.

Description: The project was on the Implementation of Marketing Cloud. Account provisioning. Understand Clients business and their data. Bring relevant data into Marketing Cloud system and to target audience through Marketing Cloud Platform. Create email campaigns and orchestrate program as per Client requirements. Improve overall Clients marketing deliverability.

Technologies Used: HTML, CSS, SQL, AMP SCRIPT.

Roles &Responsibilities:

- Support the Email Marketing Manager in the development of new business requirements.
- Created custom Landing pages and Smart Capture Forms.
- Worked on Email Clicks Tracking.
- Created Data Extensions, Users, Roles under Administration Settings
- Designed personalized email content using HTML, AMPScript in Content Builder.
- Analyzing the code and making respective modification.
- Loading Data using Source files through Manual load and Connect jobs into Marketing Cloud
- Creating and launching Email campaigns.
- Q/A testing of campaigns.
- Analysing daily reports.
- Amp script conditions.