

Pallavi B V

Salesforce Marketing Cloud – Sr. Software Engineer

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Personal Summary:

- A highly result oriented individual with 7 years of experience in Salesforce Marketing Cloud projects supporting clients across geography
 - Proficiency across most of all the studios in the SFMC application namely, Email Studio, Automation Studio, Journey Builder, Cloud Pages and Content Builder
 - Proficient in HTML coding, Adobe Dreamweaver, Photoshop, Adobe XD
 - Hands on experience across technologies like HTML, CSS, basic Javascript, Ampscript and SQL
 - Hands on experience in working with Marketing automation applications namely, SFMC.
 - An emerging leader who has demonstrated key leadership skills in mentoring team members and providing thought leadership for project delivery
 - Involved in various phases of the project from gathering requirement from Client, designing the solution, proposing the solution to client, implementing the solution, end to end testing, delivering the project to go live.
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Career Highlights

Theorem India Pvt. Ltd. (Sep 2016 – Till Date)

Worked on lifecycle of Digital marketing, providing the best solution, developing and implementing the solutions for various client requirements which involves Email, SMS, Web pages. Having experience on Salesforce Marketing Cloud platform and supported APAC and US region clients and responsible for supporting the clients technically through direct communication in solving the problem.

Core Competencies

- SFMC Email Developer

Technical Skills

- HTML/CSS
 - Basic JavaScript
 - AMPScript

- SQL
 - Automation Studio
 - Journey Builder
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Responsibilities:

1. Creating and setting up of emails in the content builder of SFMC application as per the provided PSD/XD/Sketch file.
2. Creating UI setup in email studio.
3. A/B testing of emails
4. Scheduling and deployment of emails in Automation Studio
5. Scheduling and deployment of emails in Journey Builder
6. Send report which includes all the send summary of the email campaigns
7. Creation of publication list for subscription management which would be used with email send
8. Creation of dynamic content blocks to accomplish the requirement
9. Creation of cloud pages and smart capture forms.
10. Creation of Interactive forms
11. Creation of automation using various activities in order to achieve the desired goal.
12. Creating custom preference center page and store the details in the data Extension
13. Creating Welcome journey for new and existing subscribers
14. Setting of simple, medium and complex journeys.
15. Testing of Journey for all the criteria and making sure all checks are in place.
16. Created, deployed and handled email marketing campaigns for clients with different complexities using tools (SFMC, Litmus).
17. Designed custom-based email campaigns using Photoshop and Dreamweaver software to increase customer base and ensured every mail is free from poor spam score.
18. Coordinated with other members in team to complete projects in time.

Education

Bachelor of Engineering, Information Science (Graduated, July 2012)
Coorg Institute Of Technology, Ponnampet / VTU University

Personal Information

Date of Birth : 15th May 1991
Address : #4, 1st Floor, Triangle Fortune Layout, Bogadi, Mysore - 570026, Karnataka
Gender : Female
Languages Known : English, Kannada
Marital Status : Married

Declaration

I, Pallavi B V, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Date:
Place: Mysore

Thanks and Regards
Pallavi B V