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INTRODUCTION

- Over 10+ years of professional experience in Software Development with strong technical skills including experience in Salesforce Marketing Cloud.
- Communicating with middle managers and executives, Creating and maintaining procedures.
- 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.
- Created Data Extensions, Data Filters and Filters. Created User Initiated emails.
- Created Lists, Publication Lists, suppression Lists
- Used Automation studio for performing actions such as imports, extracts, verification, wait, Send Email and SQL query activities.
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation
- Create email marketing campaigns to promote products or services.
- Ensuring design and layouts of emails are optimized, user and mobile-friendly
- Manage campaigns and campaign analytics (including customer data)
- worked on content builder/Enhanced dynamic content
- Developed AMP Script code to implement business requirements by creating Dynamic content.
- Experience in Lightning. I am working on User support / Forms / Business Units / Form Translations / Reports / CRMI Applications.
- Experience in Apex (Running Apex Jobs).
- Working on Campaign Reviews / Lead captures.

PROFESSIONAL EXPERIENCE

- Worked with Quantyum Technology Solutions Pvt.Ltd from 2013 to 2016.
- Worked with Accenture Solutions Pvt Ltd from 2016 to 2021.
- Working with CAT from 2021 to Present.

EDUCATION

MCA with specialization of computer science from JNTUA

TECHNICAL SKILLS:

Marketing Cloud: Email Studio, Audience Builder, Automation Studio, Journey builder, Content Builder, Cloud Pages, Contact Builder, Lightning, Apex.

APPLICATION SOFTWARE	MS Office
PROGRAMMING LANGUAGES	HTML5, CSS3, JS, SQL, AMP Script.
Operating Systems	Windows Server 2008/2003/2000, Windows XP/7/NT

PROJECT 1:

PROJECT NAME : Giga
CLIENT   : Giga Super Market
Role   : Marketing Cloud Email Specialist/ Developer

- Create Email templates and run the campaigns.
- Create a Journies based on the client requirement, Create Multi Step journies.
- Setup the customer journeys with the company.
- Worked on Builder, Email Studio and Automation Studio of Sales force Marketing Cloud .
- Create Data Extensions and import data.
- Create List And Publication Lists and etc
- Communicating every development work with clients.

   Environment: HTML5, CSS3, SQL, Web Services, FILE Zilla, POSTMAN.

PROJECT 2:

PROJECT NAME : Kimberly
CLIENT   : Kimberly Clark
Role   : Marketing Cloud Email Specialist

- Automated the import, extract and query activity using Automation Studio.
- Built advanced campaigns leveraging data, strategy & budgeting constraints.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follower
- w-up emails.
- Experience on ad hoc email campaigns and Recurring campaigns as well.
- Set up workflows for marketing in ExactTarget which will send out emails based on time intervals.
- Configured the customer journeys with the company, worked on Builder, Email Studio and Automation Studio of Sales force Marketing Cloud .
- Identify opportunities for revenue growth assisting sales and client services teams.
- Conducted A/B testing and did recommendations accordingly.

Environment: HTML5, CSS3, SQL, Web Services, FILE Zilla.

PROJECT 3:

PROJECT NAME : TENROX
CLIENT   : TENROX Construction
Role   : Marketing Cloud Line Manager/ Technical Lead

- Directing work flow by assigning tasks and Reviewing the work of team members. Monitoring the work habits of team members.
- Evaluating team member performance and Providing feedback opportunities for team members. Hiring and training new employees.
- I cross checked all the Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
- Communicating every development work with clients.
- Directly Contact with customers analyze the requirements and create User stories and assign those User stories to Developers.

Environment: HTML5, CSS3, SQL, Web Services, FILE Zilla.

Certification:

I have Completed Salesforce Marketing Cloud Email_Specialst Certification.