

# Sappa Sowjanya

Door no 38-30-118, Flat no 101, Aditya Residency, Sai nagar, Marripalem,  
Visakhapatnam - 530018  
+918497933489 • sowjanyasappa1410@gmail.com

## Objective

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To pursue a professional career which best utilises my skills towards the growth of the individual and the organisation.

## Work Experience

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### Salesforce Marketing Cloud Developer

Mar 2022 - Present

J.P Morgan Chase & Co.

- As a developer, I am working on end to end campaign and responsible for building Emails and SMS and target audience using Journeys.
- I have good knowledge on Ampscript, Sql and a basic understanding of SSJS.

### Marketing Cloud Support Engineer

June 2019 - Feb 2022

Salesforce

- As a Support Engineer in Marketing Cloud, I have provided end to end technical support in implementing Marketing Cloud solutions for our global customer base providing assistance on cases created by our customers that includes identifying problems in multiple areas of MC, troubleshooting customer's use cases and providing ideas in developing their MC projects.
- I have experience in builder Marketing Cloud Automation Solution.
- I have thorough knowledge and adhere to best practices on Email Studio, Mobile Studio, Automation Studio, Contact Builder, Journey Builder and Content Builder.
- Extensive Knowledge on debugging Email/SMS/ Push sends.
- Journey Builder - Good knowledge on Entry sources, Flow Controls, Activities, Salesforce objects, implementing business automation logic.
- Hands - on experience in SQL queries to fetch data extension data and data views.
- Mobile studio - Helping customers with mobile related issues and providing ideas on best practices to send SMS/Push through mobile studio and Journeys.
- Good knowledge on Ampscript.
- Architecting Marketing Cloud Data Model, creating and managing Data extensions, Lists, Data designer and data sources.
- Assisted Junior team members in solving their cases.
- Support Engineer with Positive surveys.

- Also I have worked on CRM process builders, Workflows, Visual pages, Lightning Components.

## Education

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**Gayatri Vidya Parishad college of Engineering for women** 2019

- Completed Bachelor of Engineering with 80%

**Narayana Junior College** 2015

- Completed my +2 with 94%

**Bhashyam Public school** 2013

- Completed my higher education with 9.5 grade points

## Certifications

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- Salesforce Certified Administrator
- Salesforce Certified Platform App Builder
- Salesforce Certified Platform Developer 1
- Salesforce Certified Marketing Cloud Admin
- Salesforce Certified Marketing Cloud Email Specialist