

**Rohini Malammanavar**  
**Salesforce Marketing Cloud Developer**  
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### **Objective**

To seek a position in growing company that provides an opportunity to develop a steep learning curve, a pro-active role and challenging tasks to work on diverse technologies.

### **Profile**

- Over 6 years of experience in Software Development department as a Software Engineer.
- Over 1.5 years of experience in Salesforce Marketing Cloud.
- Over 4 years of experience in MDM.
- Good exposure on Oracle SQM and SFMC.
- Adequate knowledge in Microsoft Excel.
- Highly self-motivated and able to set effective priorities to achieve immediate & long-term goals and meet project & operational deadlines

### **Technology Proficiency**

<b>Key skills (Salesforce Marketing cloud)</b>	SFMC Development, Exacttarget, Email Studio, Web Studio, Marketing Automation, Data Management, SMFC Configuration, AMPscripts, Reporting, Tracking, Documentation, Troubleshooting, Journey Builder.
<b>Technical Skills (Salesforce Marketing cloud)</b>	HTML, AMPScripts, Salesforce Marketing Cloud (ExactTarget), Journey Builder, SQL Queries, SSJS.

### **Professional Experience Summary:**

- **Birlasoft Ltd Pune (Jan 2017 to April 2022)**  
As a Software Engineer
- **Capgemini Pune (April 2022 to till date)**  
As a Consultant

### **Professional Experience in Detail**

#### **Project-1**

**Duration:** July 2022 to till date

**Role:** Salesforce Marketing Cloud Developer

- Created the Custom preference center – landing page with custom branding using **HTML** and business logic using **SSJS**.
- Created automated custom preference center using **Automation** activities like **Data Extract**, **File Transfer** and **Import activity**.
- **Data Inventory** – Created a custom landing page which displays **Data Extension** details along with data extension path in marketing cloud.

**Project-1: National Oilwell Varco****Duration:** Jan 2021 to March 2022**Role:** Salesforce Marketing Cloud Developer

- Spearheading end-to-end implementation of Marketing Cloud **business units** .
- Utilizing the personalization string and **AMPscript** while configuring email templates and emails in the Content Builder tool.
- Designing the emails using **dynamic Content** & testing the **customer journey** as per the client requirements.
- Developing and maintaining responsive **layout templates**, personalized emails templates, and **landing/cloud pages**.
- **Automating marketing with Journey Builder Configuring Content Builder, Data Management, testing, sending & analytics, and audience segmentation.**
- Initiating the Salesforce Marketing Cloud **automation** using various activities as per the **client requirements**.
- Creating an **attribute group** using the contact builder & managing the data extensions.
- Managing user, security, and data access, object customization, data, reports, **dashboards & automation** in Salesforce environment.

**Project-2 - National Oilwell Varco****Duration:** Jan 2019 to Nov 2020**Role:** Oracle Functional Consultant (SQM)

- Worked as functional consultant for loading the legacy data into Oracle Supplier application.
- Expertise in loading the Supplier data through an FBDI format.
- Created custom attributes.

**Project-3 - NCR****Duration:** April 2017 to Dec 2018**Role:** Oracle Functional Consultant (Customer Data Hub)

- Worked as conversion consultant for loading the legacy data into Oracle customer data management application.
- Expertise in loading and troubleshooting errors while loading the account and sites related records
- Created custom attributes, lookups and import maps required and loaded the legacy records.

**Education**

- I had completed my SSLC in 2010 at K.E Board's High School in Dharwad Karnataka.
- I had completed my 12th in 2012 at JSS College at Dharwad Karnataka.
- I had completed my Bachelor's Engineering in 2016 at SDM College of Engineering and Technology Dharwad Karnataka.

**Key Skills**

- Excellent Communication & Organizational Skills
- Ability to think logically & Analytically
- Ability to work and coordinate well in team
- Self motivated with strong planning

**Personal Details**

Date of Birth : 16<sup>th</sup> June 1994  
Nationality : Indian  
Gender : Female  
Mailing Address: 1704, Megapolis mystic B, Hinjewadi phase 3, Pune  
Permanent Address: Dharwad, Karnataka  
Current Location: Pune  
Current Company: Capgemini  
Current Designation: Consultant  
Total IT Experience: 6 years  
Relevant Experience: 1.5 years.

**Declaration**

I hereby to declare that the above mentioned information is true to my knowledge and I bear the responsibility for any corrections.

Rohini M