

PRASHANTH D P

(Salesforce Certified Email Marketing Specialist)

OBJECTIVE

Looking to obtain a great experience in SFMC with a fast-paced organization where exceptional leadership skill and ability will be useful to meet set organizational goals.

TECHNICAL SKILLS

- HTML, CSS and Jscript
- PHP
- MySQL
- Eloqua
- Adobe Photo Shop, Dreamweaver
- AMPScript
- Salesforce marketing Cloud

BEHAVIORAL SKILLS:

Leadership, Strategic Thinking, Adaptive, Business Oriented, Teaming, Communication

EDUCATION

B.E (Electronics & Communications)

Alpha College Of Engineering

2004 - 2008

WORK EXPERIENCE

EPSILON

Development - Sep 14, 2015 – Present

- 2+ Years of experience in Salesforce Marketing Cloud.
- Deployed campaigns using Salesforce marketing cloud tool. Experience in working with Data extension, Automation Studio, Journey Builder, Tracking.
- Create lists or data extensions to store subscriber's data and to segment subscribers.
- Build automations using automation activities such as Send Email, Import File, or SQL Query.
- Using Email Studio to quickly build and send personalized email from basic newsletters to the most complex campaigns.
- Build HTML Emails from Scratch.
- Manage a team of Developers and provide technical direction and manage project timelines, cost and quality
- Efficiently and effectively collaborate with technical and non-technical internal team members as well as third party client stakeholders.
- Perform and manage development in a high volume, multi-tiered, transactional environment.
- As needed, gather requirements and analyze, understand and translate those requirements into technical specifications.
- Leads in designing and implementing new content management workflow processes. Communicates and trains content owners and content delivery team in the new processes.
- Participate in design reviews and provide input to design recommendations where necessary.
- Participate in code reviews and acceptance process in order to improve methodology and delivery.
- Partners with channel managers and / or community knowledge managers to optimize content management efficiencies for a given community or communities. Makes recommendations for enhancements and process improvements. This includes optimizing SLAs, production efficiencies through automation, managing additional support resources across geographies, and ensuring overall quality of work.
- Having experience on Email Studio, Automation Studio, Journey Builder and Content Builder.
- Setting and deploying campaigns in internal tool called Harmony.

INTRESTED IN

- Indian Epics and History
- Cooking
- Long drive
- Playing Cricket

GOOD @

- Analytics
- Communication
- Collaboration
- Team Engagement

CONTACT

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- Track and optimize to drive performance of Email Campaigns.
- Create reusable content blocks, including text, HTML, images, buttons, dynamic content and A/B testing, to ensure relevant
- Create reusable content blocks, including text, HTML, images, buttons, dynamic content and A/B testing, to ensure relevant
- Tracking email opens, clicks, undeliverable, and other metrics online.

Quess Corp (Oracle India Pvt LTD) List Analyst

Oct 20 2014 – Sep 11 2015

- Building Email Campaigns and helping marketers to achieve their target.
- Prepare list based on criteria set by market and build HTML template from Photoshop.
- Deploy Campaign using Eloqua.

IdeaCOE - Senior Web Design Specialist

Feb 04 2013 – Feb 27 2014 and July 21 2014 – Oct 17 2014

- Production Support - designing and development of web portals and email template.
- Building web applications based on client requirement.
- Daily distribution of workload to the team and monitoring Quality and delivery.
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Avyaya - Web Designer

Jan 03 2011 – Feb 01 2013

- Development of web portals and email template.
- Building web applications based on client requirement.