

Pavan Kumar.Srivari

(Salesforce Marketing Cloud Developer)

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## SUMMARY

Overall 2.4 years of experience in designing solutions, understanding business requirements and end to end implementation on Salesforce Marketing Cloud.

## TECHNICAL SKILLS

- **Marketing Cloud** : Email Studio, Mobile Studio, Automation Studio, Journey Builder, Audience Builder & Content Builder.
- **Integration** : Marketing Cloud Connect.
- **Web Development Technologies** : HTML, CSS.
- **Database Language** : SQL.
- **Scripts** : AMP Script.

## OVERVIEW

- Experience in all phases of marketing cloud which includes working on Journey Builder, Audience Builder, Email Studio, Automation Studio.
- Hands on experience on Data Extensions, Data Filters, Email templates, User Initiated Emails etc.
- Experienced in Developing AMP Script code to implement business requirements by creating Dynamic content.
- Have Knowledge in Automation studio for performing actions such as imports, extracts, and SQL query activities.
- Have good Knowledge in Creating journeys and implementing Marketing Campaigns using marketing cloud tools like Journey builder, Email Studio and Automation.
- Ability to Develop and maintain the front-end functionality of web applications.
- Proficient understanding of web markup, including HTML5, CSS3.

- Experience in understanding business requirements and drawing as-is processes.

## Experience

- **Companies :-** TATA CONSULTANCY SERVICES . (TCS) (Client Company)
  - ALTIZONE INFO SOLUTIONS PVT LTD (Payroll Company)
- **Designation :-** Software Developer – (SFMC)

## Professional Certifications

- Salesforce Certified Marketing Cloud Administrator

## Education

Qualification	Institute	Percentage
B.tech (2020)	JNTU – ANANTAPUR	60.21 %
Diploma (2017)	Brindavan Institute Of Technology & Science	61.63 %
10 <sup>TH</sup> (2013)	Bhashyam High School	85 %

## Projects

### Project #1 -

**Project Description** - Client required to establish connections between different cloud platforms. And want to make Data centric for Running campaigns and generating leads through different channels.

**Technology Used** - Exact Target, Salesforce.com, Email Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Contact Builder. Sales Cloud..

## Roles & Responsibilities

- Configured the Marketing cloud Account with sales cloud with MC connect.
- Worked on Approval content.
- Setup data extensions for further campaigns with some filter activity.
- Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
- Automating the activities and journeys.
- Trained vendors to use a Content builder to build and maintain marketing content. Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement.
- Used Journey builder in running different campaigns.
- Developing personalized emails with dynamic content blocks.
- Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions.

## Project #2-

**Project Description** - The client required a platform to capture the leads from various sources and send emails/sms to Leads and Customers in their business journeys. It was an Integration between Sales Cloud and Marketing Cloud using Marketing Connect.

**Technology Used** - Salesforce.com, Exact Target (Email Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Journey Builder), Marketing Cloud Connect.

## Roles & Responsibilities

- Understanding and Analyzing the Business Requirements Document and integrating the sales cloud with the Marketing cloud using marketing cloud connect.
- Setup various scheduled automation to get the data from external systems and sales cloud.
- Setup file drops automation to get the data from the external system and also configured salesforce connector for synchronized data extensions.

- Implemented Cloud Pages to initiate the Journey builder and push the leads in Sales Cloud as well.
- Implemented Various Journeys in Journey Builder on filtered DE's to meet the client requirement for 1:1 customer journey.
- Implemented multiple email templates with dynamic content using AMPscript and used the templates in multiple email messages.
- Used Send SMS JB activities to send the mobile message on customers mobile also used Sales and Service cloud activities to update the lead and contact directly in Salesforce from JB.
- Setup Audience and Date Extensions for various business use cases.