PRADEEP VELPULA

Marketing Cloud and CDP Developer

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📍 Bengaluru

SUMMARY

A Professional with an overall 2 years of experience in Salesforce Marketing and CDP cloud. Possess technical knowledge on Marketing cloud. Managing overall the design and building Journey and automation campaign, scheduling and execution of email marketing campaign. Quick learner and ability to work as an individual as well as in group. Willing to learn and adapt to new challenges and technologies skills. In my past experience, I have learned and contibuted towards various areas in the marketing cloud

EXPERIENCE

Marketing Cloud Developer

Takeda

📅 06/2021 - Present   📍 Bengaluru

- Experience working in the complete end-to-end email marketing process involving email creation, landing pages, Web Studio, Mobile Studio, SQL queries,Journey Builder, Automation Studio, marketing cloud setup, and testing email templates using Everest software.
- Managing account setup,configuration,creation of business units, users, roles, and permissions
- Worked on email templates,email creation,interactive emails,reports,data extensions, lists,sender profiles,delivery profiles, cloud pages, and smart capture forms.
- worked on journey builder activities like using Salesforce CRM data as an entry source and sending triggered emails with personalization for the cases that are created or updated in Salesforce CRM.
- Automation Studio to automate query activity, filter activity,import activity, and file transfer.
- Create personalised unsubscribe cloud pages in Web Studio with ampscript from scratch.
- Worked on project documentation, BRDs, and blueprints for campaigns, and created reports for checking email performance.
- Creating solutions and success stories documents.
- Understanding email deliverability, knowledge on email complaint regulations such as CAN-SPAM, GDPR, and CCPA, as well as email deliverability best practises,database concepts and data management (data views,contact deletion, and relation between data extensions), and query language SQL.
- Adequate knowledge and experience in the configuration of the marketing cloud connector between Salesforce CRM and Marketing Cloud and a basic understanding of REST APIs (Rest and Soap).
- Understanding CRM custom object creation, field, and custom app.
- Exceptional communication, collaboration, and team-building skills with proficiency at grasping new technological concepts and successfully utilising the same. Worked on A/B tests, audience splits, and dynamic personalization, Enhance existing HTML for mobile-responsive emails via HTML, CSS, and AmpScript. Deploying these marketing and service emails to our customers according to schedule. Good understanding of journey builder in SFMC and creation of relevant performance dashboards and sales dashboards

EDUCATION

BTech Mechanical

Lovely Professional University - LPU

📅 2017 - 2020

SKILLS

HTML	CSS	Javascript	SQL

Data views   Ampscript

Rest/ Soap API

Email Designing (HTMLCSS)

Automation Studio   Journey Builder

Email Studio   Contact Builder

Data Cloud   Admin Setup

Web Studio   Mobile Studio

Content Builder   Query Studio

Interactive Email   Jira

Analytics Builder   Interaction Studio

INNOVATION

Journey Performance Dashboard

Get an in-depth view into your email journey and activities performance data. It also provides a breakdown by domain, day of the week, and audience.
Get Detailed view of journeys how many emails were sent,version of journey,emailname and status of the journey.
Get the detailed view of Subscribers by using email address and get to know how many emails were sent, open, clicked, bounced with exact timings.

STRENGTHS

Communication Skills

Able to boil down complex subjects to juniors. Patient, understanding, willing to help, how my colleagues describe me.

Creativity

I put all my creative effort into finding a solution.

Result Oriented

I always make sure my team is on the right path.

AWARDS

North Star Award
TAKEDA

Client Value Creation for the hard work
TAKEDA

CERTIFICATIONS

Salesforce Marketing Cloud Email Specialist

Salesforce Marketing Cloud Admin

Salesforce Marketing Advanced Cross Channel (AP)

Salesforce Marketing Data Cloud (AP)