BOMMASANI PHANINDRA BABU

Email id: phanibommasani96@gmail.com   **Contact No:** 9966491425

CAREER OBJECTIVE:

Focused professional targeting challenging assignments in Software Development in IT industry with an organisation of high repute.

PROFILE SUMMARY:

- Dedicated & goal-oriented professional with over 4.9 years of experience in IT industry
- Experience of 3 years in Salesforce Marketing Cloud (SFMC) Tool.
- Experience of working in Email Studio, Automation Studio, Journey Builder, Contact Builder, Mobile studio(Mobile connect and Mobile Push), Web studio, Personalization(Interaction Studio)
- Experience in developing Email Templates with Dynamic Content.
- Responsible for Personalization of Emails through Ampscript code.
- Good Knowledge and experience on Journey Builder
- Good Experience in Automation Studio.
- Have knowledge on Web Studio.
- Have good knowledge in APIs.
- Have good knowledge on Mobile connect, Mobile Push and In-App messaging.
- Basic knowledge and hands on Experience in Interaction Studio(Personalization)(Triggered campaigns, User Segments, Einstein recipes, ETL jobs)

ORGANISATIONAL EXPERIENCE

Capgemini
Software Developer
SEP 2018- Jan 2022

Deloitte Touche Tohmatsu India LLP.
Consultant
JAN 2022-June2022

Tata Consultancy Services
I.T Aanalyst
June 2022-Present

TECHNICAL SKILLS

- Salesforce Marketing Cloud, Email Studio, Journey Builder, Automation Studio, Mobile Studio, Contact Builder, SQL, Personalization(Interaction Studio)

- Basics of HTML and CSS
- Ticketing Management Tool: JIRA
- Methodolgy: Agile
- Database: SQL.

CERTIFICATION

Salesforce Marketing Cloud Email Specialist

Salesforce Marketing Developer

PROJECT DETAILS

Project : SHOP LC and SHOP TJC
Client   : Vaibav Global
Description: It is an E-commerce website, in which they are selling Jewellery, Diamonds and Clothing. So, they are using SFMC as marketing tool for their promotions, transactional emails and SMS etc.,

Roles and Responsibilities:

- Created Email Messages, Email templates and Content blocks
- Created SMS messages in Mobile Connect and Push messages in Mobile Push
- Created Journeys for emails, SMS and Push messages.
- Segmented the data using SQL queries to create Master Data Extensions and to create segment Data extensions from Master Data Extensions as per business requirements.
- Created Cloud pages in Web Studio.
- Worked on AMP Script in cloud pages to fetch the data from Data extensions and to store the data into Data Extensions.
- Created import definitions to create or update the data in All Contacts like mobile connect, mobile push…
- Worked on SQL queries, Import activity, File Transfer Activity and Send Email Activity in Automation Studio.
- Worked in Personalization. Created Einstein Recipes, User Segments, Triggered Campaigns.
- Worked on ETL jobs in Personalization to update the User, products, Categories attributes.
- Import and export the Data from personalization to marketing cloud and vice versa.
- Created install packages for APIs.

Project: Janssen Expansion Technology/Health care professionals (JET/HCP)
Client: **Johnson & Johnson**.
Description:
In this Project, All the campaigns related to Health care professionals are developed.
Roles and Responsibilities:

- Created Email Templates, Content blocks and Journey templates.
- Created Dynamic content blocks.
- Responsible for design and solution of build process in the business account.

- Performing Internal and External Quality Test.

- Creation of html email with personalization using AMPScript.

- Running Automation Studio to pull all the subscribers from the master data extensions to segmented data extensions.

- Sending an emails through journey builder based on business reequirement.

- Gathering requirements from client, preparing Business requirement Documents and Blueprints.

Project : **Eloqua SFMC Migration**
Client: **Johnson & Johnson**.
Description:
In this project, all the campaings and web pages are migrated to SFMC from Eloqua.
Roles and Responsibilities:

- Created Email Templates, Content blocks.

- Segmented the data from Master tables to segmented data extensions using Query Activity in Automation Studio.

- Responsible for design and solution of build process in the business account.

- Performing Internal and External Quality Test.

- Storing the data into data extensions from cloud page using AMP script.

- Running Automation Studio to send emails to customers.

- Gathering requirements from client, preparing Business requirement Documents and Blueprints.

ACADEMIC QUALIFICATION:

Qualification	Name of the Institution	Board	Year of Passing	Percentage
B. Tech (Electronics and Communications)	Sagi Rama Krishnam raju(SRKR) college of Engineering	Andhra University, Vishakapatnam	2018	7.04(CGPA)
Intermediate	Narayana Junior College, Vijayawada	State Board of Intermediate Education	2014	96.1%
SSC	Kerala Public School	State Board of Secondary Education	2012	9.3/10

PERSONAL DETAILS

Date of Birth: 22 -08-1996

Languages Known: English, Telugu

Permanent Address: 1-55, Nelakurru(V), Chinnapuram(Post), Machilipatnam(M), Krishna(D), Andhra Pradesh, Pin code: 521001.

DECLARATION:

I hereby declare that the information mentioned above is true to the best of my knowledge and belief.

(Bommasani Phanindra Babu)