

# Sai Tejaswini Pothuru

## Salesforce Marketing Cloud Developer

Address: Nellore, Andhra Pradesh, 524341

Phone: +91-6309172901

E-mail : [sajtejaswini08@gmail.com](mailto:sajtejaswini08@gmail.com)

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### PROFESSIONAL SUMMARY

Application lead with 2 years of experience in configuring the new responsibilities, positions and views in Application level and handling package configuration, Campaign creation. Salesforce Marketing cloud developer with 1.6 years evaluating company process, creating journeys based on business needs and creating email template using Email studio. Creative team player with technical and time management skills. Willing and adopt to learn new technologies

### SKILLS

- ❖ Salesforce SFMC: Email studio, Automation Studio, Journey builder, Amp script, SQL, HTML Basics, CSS basics.
- ❖ C#, Python, UI path

### WORK HISTORY : IBM Pvt.Ltd..

#### December 2020 – Current: Salesforce marketing cloud developer

IBM, Bangalore, Karnataka

- ❖ Worked closely on configuration and development of emails, content block and template activities.
- ❖ Creating personalized automation via automation studio for effortless activity in many campaigns and defining customized 1 to 1 customer journey using journey builder in SFMC exact target tool.
- ❖ Used journey builder extensively to run complex journeys.
- ❖ Used FTP to upload and download files.
- ❖ Accountable for acting and managing the workflow of email campaigns.
- ❖ End to End client communication management.
- ❖ Hands on experience in Data extension, lists, publication list, sender profile setup, content builder, automation studio, journey builder, file transfer, SQL query, all subscriber list.
- ❖ Working on different campaigns Real time transactional, Marketing and batch promotional campaigns for targeting maximum subscribers, mass email send programs.
- ❖ Good working experience in SQL. Data management and data pulling by using SQL queries.

**Feb 2019 – Oct 2020: Business analyst:**

IBM, Bangalore, Karnataka

- ❖ Understanding and analyzing User requirements
- ❖ Creating and revoking the users according to the requirements.
- ❖ Worked on indexing and routing the documents for the approver team.
- ❖ Determine test environment & test data needs and coordinate with appropriate teams.
- ❖ Defect tracking and reporting defects.
- ❖ Responsible for communicating Defect Status to management.
- ❖ Worked with third party team over several production issues.
- ❖ Having knowledge on compare reports and batch job runs.
- ❖ Attended several project related trainings for enhancement of domain knowledge in Media and Entertainment industry.
- ❖ Daily monitoring the jobs scheduled and the workflow queues.
- ❖ Creating the reports and scheduling them based on the requirements.
- ❖ Used Cognitive and Visibility applications to schedule the reports.
- ❖ Planning the tools or information required to fix the issue and finding Possibilities.
- ❖ Resolving issues reported by users.
- ❖ Commitment to co-operative teamwork and involved in delivering high quality.

**CERTIFICATION:**

- ❖ Certified in Marketing Cloud Email Specialist
- ❖ Certified in Azure Fundamentals under MICROSOFT.

**EDUCATION:****Aug 2014 – July 2018: Bachelor of Technology (B. Tech) with 78.4%**

Narayana Engineering College, Nellore, Andhra Pradesh

**Achievements:**

Awarded with the Eminence and Excellence Cash Award for 3 times in a row.

## PERSONAL PROFILE:

Name : Sai Tejaswini Pothuru  
Date of Birth : 11 - Aug – 1997  
Address : Nellore, Andhra Pradesh  
Languages : Telugu, English  
Interests : Painting, Drawing

Place: Nellore

Sai Tejaswini Pothuru