Suneel Rajanala

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Career Objective:

Salesforce Marketing cloud developer seeking to handle increase responsibility and challenging assignments to harness my technical and analytical skills on, to be part of an environment that promotes team and provide opportunity for value based growth as well as career advancement while making as significant contribution to the organization

Professional Experience:

- ❖ Over all +4 years of IT experience as software developer
- ❖ 3 years of experience into Salesforce Marketing Cloud.
- ❖ 1 years of experience as Salesforce admin
- ❖ Have knowledge and worked on Web Applications like HTML, CSS, SQL.
- ❖ Configured FTP accounts and used it for import and File transfer and upload.
- ❖ Experience in all phases of marketing cloud which includes working on journey builder, Email studio,Automation studio design, development, implementation & enhancement of projects in marketing cloud /Exact Target Platform.
- ❖ Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- ❖ Developed AMP script code to implement business requirements by creating Dynamic content.
- ❖ Creation of Users, Roles, Profiles and applying securities at all levels.
- ❖ Designing of an Application and creating Objects with respective to the Application.
- ❖ Excellent analytical and debugging skills, team facilitator, self-motivated and communication skills,
- ❖ Ability to grasp and learn things quickly, interest in learning and working with new technologies.

Employment History:

- ❖ Working as Consultant in **Virtusa Pvt Ltd** Dec 2021 to Till Date
- ❖ Worked as Software Engineer in **EquilibriumCorp Pvt Ltd**, July 2018 to Dec 2021.

Work Experience
Project Name : Stratford Services [Dec 2021 To Till Date]
Client : Stratford University,USA
Role : Marketing Cloud Developer

Roles and Responsibilities:

- ❖ Have been working on Email Studio, Content Builder, Contact Builder, Automation Studio, Journey Builder in marketing cloud

- ❖ Takes ownership of client issues through to resolution including trouble shooting internal and external communication and providing meaningful feedback to the clients on regular basis.
- ❖ Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- ❖ Used automation studio for performing activities imports, exports and SQL query activities.
- ❖ Writing SQL queries to build targeted audiences & Extract Data.
- ❖ Send configuration ,Trigger sends ,user -initiated sends, Salesforce Sends, Test Sends ,etc
- ❖ Gathering requirements and understanding the requirement and implementing the same in in the projects
- ❖ Designed and configure journeys using activities within the journey builder and launched in the production after thorough testing.
- ❖ Creating templates and many sender profiles, send classifications and associated them according to the client's request.
- ❖ Checking the data of email studio of different types of bounces.
- ❖ Worked on salesforce marketing cloud connect to connect SFDC .
- ❖ Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings. Used HTML, SQL, AMP Script to build customized solutions that support critical business functions

Project Name- Role : European Insurance Major- SFMC Developer
Period : Aug 2019 – Nov 2021

- ❖ Writing SQL Queries and generate reports.
- ❖ Creating weekly reports for emails in journey through Analytics builder.
- ❖ Writing SQL Queries and creating filters for Segmentations.
- ❖ Creating Journeys and Automations on Adhoc base for clients.
- ❖ Creating SQL Queries for Adhoc files and generating Salesforce ID.
- ❖ Creating POC on SSJS and Amp script to enhance Existing Pages.
- ❖ Supporting Clients on Social Studio and data Segmentation

Project Name - Role: Sage Therapeutic - Salesforce Administrator
Period : July 2018 - Aug 2019

- ❖ Designed Custom Objects, Custom Tabs, Custom Fields, Page Layouts, and Record Types.
- ❖ Experience in configuring Users, Profiles, Roles and Permissions towards business requirements.
- ❖ Involved in Automated business process by using Workflow Rules and Approval Process for automated alerts, field updates
- ❖ Created and deployed several Reports using Salesforce.com platform.

Academic Profile
Qualification :B.Tech(C.S.E) from SVIT College 2018 (JNTUK).

Declaration
I hereby declare that all the information furnished in this document is true to the best of my knowledge.

(Suneel.R)