Curriculum Vitae

Certificate: Marketing Cloud Email Specialist

Professional Experience:
Company: Verticurl Marketing Technology(WPP Company) (March 2021 – Present)
Designation: Marketing Technology Associate
Salesforce/SFMC Skills: AMPScript, Contact Builder, Journey Builder, Automation Studio, Cloud Pages, Email Studio, Content Builder, Reporting, DE Creation.

Professional Experience:
Company: Theorem India PVT Ltd, Mysore (Jan 2020 – Sep 2020)
Designation: Associate Software Engineer
Salesforce/SFMC Skills: AMPScript, Contact Builder, Journey Builder, Automation Studio, Cloud Pages, Email Studio, Content Builder, DE Creations, Reporting.

Responsibilities:
- Configuring required Data Extensions, E-Mails, Contents, and other activities (User-Initiated mails, Triggered E-Mails)
- Creating Automations under Automation Studio with in SFMC tool.
- Creating Contact attributes and Journeys using Contact Builder & Journey Builder Dashboards
- Creating Journey Builder in Building Journeys & Automations in Automation Studio
- Creating cloud pages in place of Web Studio and building application
- Experience on planning, designing, implementing, deploying, testing, documenting, and maintaining Salesforce Applications for both classic and Lightning UI.
- Managed automated email campaigns in the email service provider platform, including automation setup, testing, deployment, and reporting.
- Worked cross-functionally with other teams to design new emails and improve existing messaging
- Conduct A/B tests on the copy, layout, offers and targeting of email promotions. Identify measures of success and report on the outcome.

- Effectively communicate between technical, operational and strategy groups. Created many Data extensions to accommodate custom scenarios.

- Extensive understanding of email best practices and CAN-SPAM law.

- Handling multiple number of projects at a time and delivering clients requirements on time.

- Improvements and suggestions on existing HTML templates.

- Delivering email campaigns/web pages within the time scales set, ensuring the accuracy and rendering content.

- Creative understanding and passion for pixel perfect HTML and CSS.

- Proven working knowledge of email best practice.

- Ability to Juggle multiple projects and deliver client work within tight deadlines.

- Advice or feedback on a provided design that does not meet email best practice.

- Produce quality work for email and web.

- Developed Responsive email, landing pages/websites.

SKILLS:

Salesforce Marketing Cloud Application Modules:
- Email Studio
- Automation Studio
- Journey Builder
- Content Builder
- Contact Builder
- AMPscript
- Marketing Cloud Connect

Technical Skills:
- **Programming:** C, C++ with OOPS, Java
- **Web Technologies:** HTML, HTML 5, CSS, CSS3, JavaScript, PHP, Bootstrap
- **Tools:** Notepad, Notepad++, NetBeans 8.0, Eclipse,
- **Database:** MySQL

Project at Verticurl:
1. **Project Name:** Email Design
   Languages/Tools Used: AMPScript, HTML, CSS, CSS3
   Industry: Colgate Hills
   Overview & Outcome: Developed email template for implementation of dynamic email marketing program using classic content and Content Builder.

Personal Attribute:
- Fast and self-directed learner and ability to adjust to the situation.
- Self-confident and capable of decisionmaking.
- Ability to deal with people in a friendly manner.
- Enthusiastic for teamwork and open to new and creative ideas.

Education:

Science and Engineering (BE) – JnanaVikas Institute of Technology (2019)

Personal Information:

Name: Rakshitha K

DOB: 30/12/1997

Email: rakshirakshitha915@gmail.com

Phone: 9513171149