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| **Mastanbi Sk** | **Mobile: +91 7349581875** |
| **Marketing Cloud Consultant** | **Email: mastanbh1988@gmail.com** |

**Profile Summary**

To strive, excel and build a successful career in the Oracle Plsql Development and Salesforce Marketing cloud Email Specialist by accepting every task as a challenge and opportunities that might come to ameliorate my skill sets.

**Professional Summary**

* Having 4 years of relevant experience as **Marketing Cloud Email Specialist**
* Having 10 years of overall IT experience
* Owning the end-to-end production of client email campaigns through various CRM platforms Exacttarget (SFMC)
* Hands on experience and implementation of marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio,Web Studio, Analytics Builder,Mobile Studio
* Hands on experience on SSJS
* Involved in MC connect Integration
* Hands on Experience on creating Dynamic email template
* Experience with SFMC API Integrations.
* Perform quality assurance checks for e-mail launches
* Preparing target segment by working on queries to build required audience from UI
* Track, monitor, analyze and optimize campaign performance
* Develop and deliver regular reporting on audience and email performance
* Implement different tests for ongoing improvement of campaigns to reach business requirements
* Having knowledge of HTML, CSS
* Created Data Extensions, Data Filters and Filters. Created User Initiated emails
* Managing email calendar to ensure campaigns are tested, approved, and scheduled in a timely manner
* Working closely with marketing and sales teams to determine their needs; offer best practice guidance in areas like content readability, calls-to-action, and design
* Used Automation studio for performing actions such as imports, extracts and SQL query activities. Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation
* Understanding the client’s business use cases and technical requirements and be able to convert them into the technical design which elegantly meets the requirements.
* Mapping decisions with requirements and be able to translate the same to developers.
* Identifying different solutions and being able to narrow down the best option that meets the clients’ requirements.
* Resolving day to day operational issues/Queries and escalate when required

**Technical Skills**

* Email Studio, Automation studio , Social Studio,Mobile Studio,Web Studio
* Content builder, contact builder , Journey Builder
* HTML
* CSS
* SQL
* SFMC
* AMP SCRIPT
* SSJS
* ORACLE PLSQL

**Educational Qualification**

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| **Course** | **College/University** | **Year of Passing** | **Division** | **%** |
| MCA | Osmania University, Hyderabad | Apr 2011 | First | 68 |
| B.Sc. (MPC) | Nagarjuna University, Guntur | Apr 2008 | First | 74 |
| Intermediate | BIE, Hyderabad | Mar 2005 | First | 74 |
| SSC | BSE, Hyderabad | Mar 2003 | First | 64 |

**Professional Experience**

* Working as a Senior Consultant with HCL Technologies , Hyderabad from 25-April-2022 to till date.
* Worked as a Senior System Engineer with IBM India Pvt Ltd , Bangalore from 31-March-2017 to 12-April-2022.
* Worked as Technical Consultant with QUISLEX , Hyderabad from April 2013 to 22-March 2017.

**Certifications :**

* **I have done and passed certification on Salesforce Marketing Cloud Email Specialist.**
* **I have done and passed certification on Salesforce Marketing Cloud Email Administrator.**

**Project Details**

**Project#1 – Salesforce Marketing Cloud**

**Client : Office Depot (The ODP Corporation)**

**Role :Marketing Cloud Consultant**

**Duration : 25-April-2022 to Till Date**

**Project Description**:

The ODP Corporation is an American [office supply](https://en.wikipedia.org/wiki/Office_supply) holding company headquartered in [Boca Raton, Florida](https://en.wikipedia.org/wiki/Boca_Raton,_Florida). The company has combined annual sales of approximately $11 billion, and employs about 38,000 associates with businesses in the United States. The company operates 1,400 retail stores,[[4]](https://en.wikipedia.org/wiki/The_ODP_Corporation#cite_note-4) e-commerce sites and a [business-to-business](https://en.wikipedia.org/wiki/Business-to-business) sales organization.

**Roles and Responsibilities**:

* Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
* Creating Dynamic Templates as per email requirement.
* Created Object in Sales Cloud and Synched into Marketing Cloud
* Created SQL query and aerated automations to load data into Data Extension
* Loading data from synchronized object into Standard Data Extensions.
* Written AMPSCRIPT code to create dynamic emails using synchronized DE’s.
* Written SSJS to sync unsubscribe data automatically to Auto suppression list.
* Scheduled User initiated emails
* Created Single step and multi step journey campaigns.
* Automated the import, extract and query activity using Automation Studio.
* Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
* Automated the import, extract and query activity using Automation Studio.
* Set up workflows for marketing in ExactTarget which will send out emails based on time intervals.
* Configured the customer journeys with the company, worked on Journey Builder, Email Studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
* Conducted A/B testing and did recommendations accordingly.
* Written SQL queries to build targeted audiences & Extract Data.
* Worked on Customer profile center, subscription center, branding, management and customization.
* Generating and reporting on email Campaigns (status of outcomes) for various stakeholders.
* Created Many Templates and many sender Profiles, send classifications and associated them according to the client’s request.

**Project#2 – Salesforce Marketing Cloud**

**Client : AT &T**

**Role :Marketing Cloud Consultant**

**Duration : 07-Aug-2019 to 12-April-2022**

**Project Description**:

AT&T Inc. (originally the American Telephone and Telegraph Company) is an American [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [conglomerate](https://en.wikipedia.org/wiki/Conglomerate_(company)) [holding company](https://en.wikipedia.org/wiki/Holding_company) that is [Delaware-registered](https://en.wikipedia.org/wiki/Delaware_General_Corporation_Law) but headquartered at [Whitacre Tower](https://en.wikipedia.org/wiki/Whitacre_Tower) in [Downtown Dallas](https://en.wikipedia.org/wiki/Downtown_Dallas), [Texas](https://en.wikipedia.org/wiki/Texas). It is the world's largest telecommunications company and the largest provider of mobile telephone services in the U.S.

**Roles and Responsibilities**:

* Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
* Automated the import, extract and query activity using Automation Studio.
* Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
* Automated the import, extract and query activity using Automation Studio.
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* Created Many Templates and many sender Profiles, send classifications and associated them according to the client’s request.

**Project#3 – PLSQL Developer**

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| **1** | **Project Name** | ADOPT |
| Technology | Oracle 11g, SQL Developer |
| Duration | March-2017 to Aug-2019 |
| Domain | Telecom Domain |

**Project Description**:

ADOPT is AT&T Design Optimization & Pricing Tool. ADOPT guides AT&T Account Executives (AE), with an opportunity from ROME, through the design/price/propose (DPP) sales process to generate a contract-ready solution. After contract generation and signature, ADOPT then allows the AE to initiate the Service Order (SOR) flow.

After SOR, the workflow moves to Present Mode of Operations (PMO) systems for provisioning, service delivery, and billing.

Critical details about the solution are recorded in GCP at key points during the ADOPT work flow. The data is used by downstream FMO and PMO systems, as well as OLAP Reporting.

**Roles and Responsibilities**:

* Understanding business requirements.
* Creating database objects like tables, views, indexes and etc.
* Wrote complex SQL queries using joins and sub queries to retrieve data from the database. Also made use of set operators like UNION, UNION ALL, INTERSECT and MINUS.
* Used Bitmap, B-tree Index and functional based index to retrieval data from database table.
* Used SQL Loader and created stage tables in order to load data from flat files to oracle tables.
* Creating new PLSQL objects or modifying existing PLSQL objects like Procedures, Functions and Packages.
* Handled errors using system defined exceptions and user defined exceptions.
* Loading new PSOC data into Database using Sql Loader.
* Working on huge Packages, Procedures and Functions.

**Project#4 – SQL Developer**

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| **2** | **Project Name** | **MARIANA - Deutsche Bank** |
| Technology | Oracle 10g, SQL Developer |
| Duration | April-2013 to March-2017 |
| Team Size | 12 |
| Domain | Banking |

**Project Description**:

**MARIANA** is a system designed for Deutsche Bank

**Roles and Responsibilities**

* Quislex is a Legal company
* We need to refer document and have to find out where fraud happened.
* Inserting data into tables.
* Analyzing table data

**INTERPERSONEL SKILLS:**

* Strong organizational skills and attention to detail
* Quick Learning
* Patience and ability to work under pressure
* Creating friendly environment in the team.
* Good Decision-making capability and time management.
* Enthusiasm to learn new things.

**Personal Details**

Passport Number : **P2122747**