CURRICULUM VITAE

Naraharisetti Naga Rama Pavan Kumar

S/O Naraharisetti Narayana Rao,

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# CAREER OBJECTIVE

Seeking an Innovative and challenging career in IT industry on Marketing Automation and CRM. Want to strive whatever tasks or roles that are undertaken, whereas my experience and practical skills can be applied to software solutions and support there by continuously growing and contributing to the main objectives of the organization.

# PROFILE SUMMARY

* A professional with 4 years of experience on Salesforce Marketing Cloud with total 5 years of experience in IT industry. Have worked on marketing cloud applications where business to consumer marketing takes place.
* Worked on different Process as SFMC Developer, Quality Assurance, etc.

# TECHNICAL SKILLS

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| --- | --- |
| Tools | Salesforce Marketing Cloud, Marketing cloud Customer Data Platform(Hands on Experience), Familiar with Marketing Cloud Intelligence(Datorama) |
| Languages | SQL, AMPscript, HTML, familiar with SSJS Activities |

# WORK EXPERIENCE

**Current Organization:**

Company - Deloitte Consulting India Private Limited

Designation - Analyst

Period - Since July-2021

Client - Worked for Banking and Pharma Clients

**Previous Organization:**

Company - Capgemini Technology Services India Limited

Designation - Senior Analyst

Period - December-2017 to July 2021

Client - Life Sciences

# CERTIFICATIONS

* **Salesforce Certified Marketing Cloud Email Specialist (WI21)**
* **Salesforce Certified Marketing Cloud Administrator (SU21)**
* **Salesforce Certified Marketing Cloud Consultant**
* **Salesforce Certified Marketing Cloud Developer**
* **Marketing Cloud Customer Data Platform Accredited Professional**
* **Certified as Agile Software Development** course authorized by University of Minnesota and offered through Coursera.

# KEY RESPONSIBILITIES AND TASKS

**Roles and Tasks in my current organization**

* Set Up: Configured SFMC Account activities include User creation, Sender Profiles, FTP Setup
* Email Templates, Emails and content creation
* Segmentation: Created Segmentation on synchronized data extensions (Master Data), data extensions using SQL
* Automation Studio: Data transferring using Data Extract, File transfer and Import Activities. Used data filters, SQL, Verification and Wait Activities
* Journeys: Created Journeys using various activities like decision splits, engagement splits, path optimizer, exit criteria, salesforce activities like object activity, Journey Reports.
* Worked on Email subscription management, SMS engagement tracking, Syncing Email and Journey names back to Sales cloud
* Created Weekend email prevention logics, Attribute Groups, Dynamic Sender profiles, Bitly URL shortner for SMS links
* Preference Center Page creation for emails
* Collaborated on Marketing cloud connect and IP warming emails
* Created TTD documents, UAT and SIT testing
* Train the new resources on SFMC
* Hand on Exercises on Marketing cloud customer Data Platform (CDP)
* **POC’s**: Created API transactional messages to initiate a trigger send, Registration cloud pages, SFMC new user creation using SOAP API and Designed a cloud page to fetch SFMC User details using API

**Roles and Tasks in my previous organization**

* Worked on agile methodology for developing and delivering user stories related to SFMC
* Grooming the backlog stories and contacting the vendors to get all requirements
* Segmenting the data using SQL and data filters and importing data using automation
* Developing Emails and adding personalization using Amp script
* Performing Quality assurance check
* Retrieving the required Data from different sources using different SQL scenarios in a flow in Automation studio to make the data ready for the Campaigns
* Developed Landing Pages and Forms using cloud pages
* Creating Lists, Data Extension, Automations, Journeys
* Having hands on Knowledge on API’s and SSJS

# ACHIEVEMENTS

* Our team “Brain of Bravos” was selected from the nominations and got first prize in the Brainex competition
* Got Shout Outs and Appreciations from the Clients and Onshore team for successful task Completions and DEMO’s

# INTERESTS AND HOBBIES

* Interested in learning new things and upskilling
* Attention to details during the Project implementation
* Hobbies are Badminton, puzzles and reading Newspapers

# EDUCATION QUALIFICATIONS

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| --- | --- | --- |
| Degree | Year of Passing | Institute/University |
| B.Tech (Electrical and Electronics Engineering) - (69.66%) | 2017 | Vishnu Institute of Technology. Affiliated to JNTU Kakinada |
| Intermediate - (93.9%) | 2013 | Sri Chaitanya Junior college |
| S.S.C - (86%) | 2011 | Kranthi EM High school |

# Personal Details

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| Father Name | Naraharisetti Narayana Rao |
| Date of Birth | 03-May-1996 |
| Nationality | Indian |
| Gender | Male |
| Linguistic Proficiency | Telugu, Hindi, English |
| Location | Hyderabad |