

2018-05 -

Current

2015-04 -

2018-04

Nikitha Amireddy

Marketing Cloud Developer

# Professional Summary

Having total 10+ years of IT experience, 4+ years of relevant experience in the field of Salesforce Marketing Cloud (SFMC) and SFDC CRM. Proficient in all stages of campaign cycle for Digital Marketing Projects.

Proficient in Salesforce CRM Customization, Configurations.

Work well both as a member and a leader of team project, ensuring high team morale and ownership through open dialogue, recognition of successes and creative goal setting.

# Work History

## Marketing Cloud Developer\Lead

TCS, Hyderabad, Telangana

**Project:** GE Element**, Tool:** SFMC

* Worked as Tecno and Functional Lead in Gathering Business requirements, providing estimates to kick start SFMC enhancements.
* Responsible to understand the Operating & Data Model of Business, created and configure BU's accordingly..
* Created Content Blocks, Code Snippets, HTML Emails, Unsubscribe pages.
* Created Journeys and Automations to Migrate.
* Worked on Audience builder, created attribute group, Linked DE's and cardinality.
* Configured File locations, Asymmetric and SSH key pairs to establish a secure connection and File encryption and Decryption.
* Weekly and Monthly reports from both Analytics builder and Custom report automations.

## Salesforce CRM Developer

TCS, Hyderabad, Telangana

**Project**: Unum

**Tools**: SFDC, Jenkins,

Responsible to Co-ordinate with various teams and deploy their changes to pre-prod Instance.

 **Contact**

### Address

Plot No:8=2=289/18e, Street no 2,Indira nagar, Banjara hills

Hyderabad-500034

### Phone

9030060645

### E-mail

[Nikithareddy90@gmail.com](mailto:Nikithareddy90@gmail.com)

 **Skills**

JavaScript

HTML

CSS

Ampscript

Apex

SOQL,SQL

# Builders & Studios

* + Email Studio
  + Mobile Studio
  + Analytics Builder
  + Automation Studio
  + Journey Builder
  + Query Studio
  + Content Builder
  + Contact Builder
  + Integration

# Certifications

Marketing Cloud Email Specialist

 Marketing Cloud Admin

 Salesforce - Administrator



2015-04 -

2012-07

* Worked as a Lead to deliver Large Enhancements as a single point of contact for Client and worked on End to End delivery of various Enhancements.
* Experience working on Salesforce Customizations, Configuration, Security Controls, profiles, roles, users, Record layouts, Apex Classes,VF pages,Outbound/Inbound email Handlers and Debugging issues.
* Expereince in Apex triggers, lightning components and worled on agile model.
* Involved in metadata compare, code review and production release.

## Salesforce Developer

Tech Mahindra, Hyderabad, Telangana



English

Hindi

Telugu

# Languages

Excellent

Excellent

Excellent

**Project:** GE O & G **Tool :** SFDC

2007-06 -

2011-07

* Migrated configuration related changes across environments.
* Worked on configurations module – profiles, roles, security settings, users, page layouts , objects, record types
* Involved in deployment, testing and creating approval process
* Developed visual force pages
* Worked on apex data loader.

# Education

## B.Tech: Electronics and Communications Engineering

Jawaharlal Nehru Technological University - Hyderabad

# AWARDS

* Best New Bee award in Jan-2013.
* Best Team award for the Year 2014.
* Star of the Month Awards in 2016 & 2017.
* Go to the Extra Mile Award in 2019.
* Customer satisfaction Award from clients in 2020.
* On-shore client appreciation in 2021.
* On the spot award in Feb 2022.

# Hobbies

Painting, Travelling