|  |  |
| --- | --- |
| **Name: Prabhu Prasad Sahoo**  **Contact: +91 8660758509**  **Email: prabhu92.i3@gmail.com** |  |

|  |
| --- |
| Profile Summary |

* Having 7.8 years of experience in IT, which includes around 3 years of exposure in Salesforce Marketing Cloud.
* Marketing Specialist with 3 years of experience in Email Marketing Automation.
* Experience working with various clients across multiple disciplines including finance, software, banking & Health Care.

|  |
| --- |
| Overall Responsibilities Undertaken |

* Involved and designed journeys/Campaigns using Email Studio, Analytics Builder, Journey Builder, Automation Studio, Content Builder.
* Worked with Marketing Cloud**, HTML, SQL** **query writing**, data extensions and AMP Script.
* Good Knowledge on **AMP script** to use data from data extensions & personalization for subject lines.
* Good Knowledge on **Query data views** provided in the system such as Bounce, Click, Sent, Open, Journey, Journey Activity, Subscribers.
* Strong Experience in using **Package Manager** & **Deployment Manager** to deploy ready-to-active journeys, automations, data extensions, attribute groups, content across business units.
* Managed Upstream Systems data in many data extension using SQL query automation and API integration.
* Created **Automations** that can pick the files from the **FTP** and feed them to the data extensions.
* Participated in daily and weekly Salesforce stakeholder meetings representing IT and Marketing interests.
* Implemented **triggered sends** for **transactional emails**, managed automated email campaigns in the email service provider platform, including setup.
* Able to prioritize tasks, pay attention to details and meet deadlines.

|  |
| --- |
| Professional Certifications |

* Salesforce Marketing Cloud Email Specialist

|  |
| --- |
| Professional Experience |

|  |
| --- |
| **Sr. Software Engineer| KrazyMantra IT Solutions| December 2020 – Present** |

Responsibilities

* Created Data Extensions, Users, Roles, Business Units under Administration Settings.
* Worked on SQL database scripts for the application.
* Worked on Automation studios and created related Activities.
* Develop end-to-end testing scenarios and co-ordinate the testing efforts before going live
* Create technical documentation for assigned system modules and functionalities
* Analyze system and database design of legacy applications used
* Building Scheduled reports, Custom reports, Campaign Reports, Form reports, Landing page reports and Reports based on Open Rate, Clickthrough, and bounce back, Unsubscribe etc. as per client’s requirement.
* Project Conception and Initiation, planning, requirements gathering, scoping, documentation and UAT.
* Verification and validation of emails, **landing pages**, forms, canvas, hyper link functionality, landing pages functionality, testing the email deliverability.

|  |
| --- |
| **Sr. Process Associate | Envoy Mortgage PVT LTD| March 2017 – August 2020** |

Responsibilities

* Coordinated with the business to understand the business and structure and resolve the issues.
* Create build and execute campaigns.
* Support the Email Marketing Manager in the development of new business requirements.
* Worked on Automation studios and created related Activities. Worked on tracking to track the email clicks.
* Managing entire email marketing process for the clients and scoping the BRD’s for new projects.
* Designing and handling client migrations and coordinating with internal teams on the migration process.
* Participated in daily scrum meeting with vendor, marketing, and internal staff.
* Created Account, Data Extensions, Users, Roles under Administration Settings.
* Worked on Unit testing for the customizations and developments done during the project.
* Designed and developed user interfaces using basic HTML & CSS.
* Prepare Microsoft SQL database scripts for the application.

|  |
| --- |
| **Analyst | Firstsource Solution Limited | September 2016 – March 2017** |

Responsibilities

* Running loan eligibility through compliance tools.
* Writing test cases on encompass tool. Analyzing Result & letting client know.
* Day to Day status reporting to onsite coordinator and weekly status reporting to Clients.
* Performed testing for all the disclosure functionalities.
* Responsible for developing new QNA on AI for process related queries.
* Involving in fit analysis and works on controllable solutions if any mismatch occurs in AI.

|  |
| --- |
| **Executive Processor | Moham Info Solutions | March 2015 – August 2016** |

Responsibilities

* Work with internal teams to learn guidelines on TRID, lender & Warehouse line.
* Mitigate risks to Business through timely and precise execution of manual/automated compliances under moderate supervision.
* Responsible for MERS registration & QC prior to funding
* Produce test results/screenshots & upload to Test Director/Quality Centre
* Develop and execute format LE/CD.
* Perform functional and technical case study for different product based on client requirement.

|  |  |  |
| --- | --- | --- |
| **Educational Qualifications** | | |
| **Qualification** | **Course** | **Year** |
| Graduation | Bachelor Of Technology | 2014 |
| Intermediate | Science | 2010 |

**PLACE: Bangalore**

**DATE:** 9/26/2022 **[Prabhu Sahoo]**