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# PRASHANTH KUMAR R

| **Email:**prashantha.prasy@gmail.com| **Mobile:** +91-9901074342|8073787102

## Career Objective

To use the best of my abilities to contribute towards the growth and development of the organization, this would equally contribute towards my personal growth.

## Summary

* Inventive, self-motivated. Having 4.11 years of experience in Email Campaign Management in Sales force marketing cloud..
* Extensive knowledge of Online Media services/operations (Email operations and campaign management)
* Quality assurance for email campaigns and web HTML code.
* Acquired broad experience in Internet/Digital marketing technologies.
* Ready to take up Responsibilities, Good Communication Skills as well as Good Analytical skills.
* Excellent communication and interpersonal skills with well-developed Team interaction.
* Expertise in meeting the Client expectation and Total Allocation Time (TAT).
* Excellent attention to detail, good understanding of the balance to be maintained between sales and Technical teams and the need to deliver service and support on time.
* Responsible for the provisioning of timely and accurate execution of deadlines.
* Experience in the complete life cycle of Campaigns and good knowledge of email campaigns and templates.
* Ability to learn quickly, and to apply new tools and technology.
* Ability to understand Client Specifications.
* Have a good knowledge on HTML, Photoshop to HTML conversion, Building the landing pages, making the creative responsive for all devices, Heat-lite, I-heat and FileZilla.
* Worked with EPSILON Campaign Leads like Cara Welch, Heather Mclean, and PayPal and got an appreciation.

**Salesforce Marketing Cloud:**

* Using Email Studio to quickly build and send personalized email from basic newsletters to the most complex campaigns.
* Track and optimize to drive performance of Email Campaigns.
* Create reusable content blocks, including text, HTML, images, buttons, dynamic content and A/B testing, to ensure relevant messaging reaches the right person every time.
* Design for the mobile inbox with mobile-optimized email templates.
* Preview what the email will look like on a mobile device or desktop with instant rendering tools.
* Create lists or data extensions to store subscriber’s data and to segment subscribers.
* Using groups and data filters to further segment subscribers.
* Use Programs to group one or more activities or messages that Marketing Cloud executes in the order we specify.
* Using A/B testing to optimize email campaigns to deliver more targeted and relevant messages to subscribers.
* Tracking email opens, clicks, undeliverable, and other metrics online.
* Create a subscriber list from tracking data and track subscriber and list performance over time.
* Generate report asynchronously from the Tracking tab and have them delivered to inbox or FTP server.
* Using Automation Studio to execute multi-step marketing and data management activities on an immediate, triggered, or scheduled basis.
* Build automations using automation activities such as Send Email, Import File, or SQL Query.

## Skill Set

**Languages** C, C++, C# .NET Framework 4.0 & ASP.NET, HTML5, CSS.

**Database** SQL Server 2005, oracle Certified

**Operating System** MS Windows 2000, Windows XP, Windows 7, Windows 8  
**Tools** SALES FORCE MARKETING CLOUD(SFMC),HARMONY, DOUBLE CLICK MANAGER(DCM), DOUBLE CLICK FOR PUBLISHER PREMIUM(DFPP)  
**File management Tool** Core FTP and FileZilla (SFTP)   
**Ticketing tools** I-Heat

**Key Skills** Email marketing, Campaign Management, Quality Assurance, HTML emails, Microsoft Office. Ad Trafficking

## Strengths

* An excellent team player.
* Ability to work under stress.
* Compressive problem-solving abilities.
* Willing to learn.
* Analytical, good at problem solving and excellent in maintaining interpersonal relationship.

## Employment Details

Company Theorems (India) Pvt. Ltd.

Date of Joining November 23, 2015 to September 28, 2018

Place Hootagalli Industrial Area, Mysore-570018, India

## Project Summary

**Project** **PayPal**

**Domain** Online Payment System

**Role** Associate Web Developer.

**Team Size** 13

**Environment** Agility Harmony

**File management Tool** Core FTP &Filezilla (SFTP)

**Ticketing tools** I-Heat

**Client** Epsilon

**Roles and Responsibilities**

* Involved in the complete campaign Life Cycle including template building, copy module and creating the data collection pages and template deployment.
* Gathered requirements from the Onshore to build the template and schedule them.
* Used HARMONY to build the templates and schedule.
* Worked on heat lite, i-heat and FileZilla to decrypt the mailing files.
* Worked on dynamic templates and hp links.

**Project** **GAP**

**Domain** clothing and accessories retailer

**Role** Associate Web Developer.

**Team Size** 03

**Environment** Sales force marketing cloud (SFMC)

**Client** GAP

**Roles and Responsibilities**

* Involved in the complete campaign Life Cycle including template building, copy module and creating the data collection pages and template deployment.
* Converting the provided photo shop document to HTML code
* Making the creative responsive for all devices
* Creating the landing pages using HTML, CSS
* Gathered requirements from the Onshore to build the template and schedule them.
* Used Sales force marketing cloud (SFMC) to build the templates and schedule.
* Worked on heat lite, i-heat and FileZilla to decrypt the mailing files.
* Worked on dynamic templates and hp links

## Employmet Details

Company Merkle Sokrati India Limited.

Date of Joining November 12, 2018 to June 28, 2019

Place Baner, Pune-570018, India

## Project Summary

**Project** **Converse**

**Role** Senior Email Marketing Technologist-2.

**Team Size** 1

**Environment** Sales Force Marketing Cloud

**File management Tool** Core FTP &Filezilla (SFTP)

**Ticketing tools** WorkFront

**Client** Merkle

**Roles and Responsibilities**

* Involved in the complete campaign Life Cycle including template building, copy module and creating the data collection pages and template deployment.
* Converting the provided photo shop document to HTML code
* Making the creative responsive for all devices
* Creating the landing pages using HTML, CSS
* Gathered requirements from the Onshore to build the template and schedule them.
* Used Sales force marketing cloud (SFMC) to build the templates and schedule.
* Worked on heat lite, i-heat and FileZilla to decrypt the mailing files.
* Worked on dynamic templates and hp links

## Employmet Details

Company Tata Consultancy Services

Date of Joining July 26, 2019 to till date

Place Whitefield, Bangalore, India

## Project Summary

**Project** Retail Project US

Role Salesforce Marketing Cloud Functional Consultant

**Team Size** 1

**Environment** Sales Force Marketing Cloud

**Roles and Responsibilities**

* Involved in the complete campaign Life Cycle including template building, copy module and creating the data collection pages and template deployment.
* Converting the provided photo shop document to HTML code
* Making the creative responsive for all devices
* Creating the landing pages using HTML, CSS
* Gathered requirements from the Onshore to build the template and schedule them.
* Used Sales force marketing cloud (SFMC) to build the templates and schedule.
* Worked on dynamic templates and hp links
* Knowledge on developing AMPSCRIPT code to implement business requirements by creating Dynamic content.
* Involved in sending email alerts every week for promotions and offers from the organization.
* Designed personalized email content using Adobe Photoshop, HTML and CSS3, AMP script in Content Builder.
* Employed Data Loader to read, extract, and load data from CSV files.
* Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign.
* Worked on content Builder to create template based and html paste contents.
* Used automation studio for performing actions such as imports, extracts and SQL query activities.
* Designed and configured journeys using activities within the Journey Builder and launched in the production after thorough testing.
* Designed and configured on File Drop and schedule Automation.
* Ensuring the rendering Checks using Litmus and live domains to maintain the Quality of work.
* Designed cloud pages using html and Ampscript to collect the subscribers information.
* Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolution.

## Academic Credentials

**2015** Master of computer applications with an aggregate 72% from Department of computer Science University of Mysore.

**2012** Bachelors of science with 58.6% from yuvaraja college, Mysore.

**2008** Pre-University with 51% from Maharaja Pre-University College, Mysore.

**2006** 10th (CBSE) with 50% from Balodyana English School, Mysore.

## Academic Project

**Project Title** Desk share (standalone network based application)

**Duration**  5 Months

**Project Objective**

The main objective of this project is to create an application in a network which provides the utility of resources in local area network.

**Project Description**

Desk share is a standalone network based application that aims at providing information forClient and server to monitor system for purpose. The project deals with the sharing of remote sessions, sharing of files between two machines in file comparison and file retrieving which is deleted knowingly or unknowingly. While client logins to the server, the client IP address and system names are added to the server. Then the server will displays all the usernames from the server in to the LAN related applications like LAN communicator, LAN messenger, LAN printer etc.

 Programming language .Net Framework with C#.

 Database Microsoft SQL Server 2005.

Personal Information

Name Prashanth Kumar R

Date of Birth 10th October, 1990

Nationality Indian

Languages Known English, Kannada

Hobbies Watching TV, Listening Music, Playing Cricket

Resident Address #1857, 6th Cross T.K layout, Mysore-570004

## Declaration

I hereby declare the above furnished details are true to the best of my knowledge.

Date: Yours Sincerely,

Place: Mysore (Prashanth Kumar R)