**Priyalatha G**

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**PROFESSIONAL EXPERIENCE/SKILLS**

* Overall, 7+ years of experience as Application Development Analyst with extensive experience in managing B2C, B2B and ETM campaigns across regions for Insurance, Travel and Media projects.
* Managed and implemented several process improvement initiatives.
* Excellent time management skills with proven ability to work accurately and quickly prioritize, coordinate and consolidate tasks, whilst simultaneously managing the diverse range of function from multiple sources.
* Expertise in Campaign Design, Development, Team Management, Analytics & Reporting.
* Strong organizational skills, ability to handle multiple tasks & thrive in a challenging, fast-paced environment.
* Extensive experience in both manual and automation testing (SELENIUM) with strong cross functional knowledge

**EDUCATIONAL QUALIFICATION**

* B.E. in the year of 2012 with Aggregation of 74% from Indira Gandhi Engg. College (Anna university)

**Technical Skills**

* Web Technologies: HTML, CSS, Java Script and AMP Script
* ESP: Salesforce Marketing Cloud
* SAP: SAP SRM, SAP MDM
* Editors: Photoshop, Visual studio
* Database: SQL, Salesforce

**STRENGTHS**

* Strong organizational, communication and analytical skills, demonstrated proficiency in mentoring and supporting individuals substantially reducing the learning curve.
* Proven ability to work under tight deadlines.
* Excellent client-facing skills, ability to communicate and work with people at different levels of the organization.
* Ability to handle team members and additional responsibilities along with the regular role.

**TRAININGS & CERTIFICATION**

* Awarded as BEST Employer (Cash Award) –ACE award 2018 in Accenture.
* Certified in Material Buyer Qualification from Flex University.
* Part of Internal Kaizen Workshop –Automation of GL account.

**PROFESSIONAL EXPERIENCE**

**Project 3: Salesforce Marketing Cloud (Accenture)**

**Key Operational areas:**

* Gathering of necessary documents and requirements from the client.
* Email Campaign setup
* Campaign troubleshooting issues
* Unsubscribe management

**Tools Worked:**

ESP: Salesforce Marketing Cloud

Ticketing tool: JIRA

Testing tools: Litmus and Text-Compare

MS Office Package

**Email Design and Development:**

**Development:**

* End-to-end for marketing campaigns including, cloud page set-up, online registration, Banner Creation
* Working closely with both offshore and onshore team for the assigned account to develop effective mails / Newsletters
* Newsletter Creation using HTML, CSS, FML and AMPScript
* Worked on A/B testing and Multivariant testing campaigns and monitored the performance
* Converting PSD files to HTML with responsive CSS executed for email campaigns
* One of key member in process/Email automation
* Developing a HTML code for the campaigns in the front end and SQL quires in the back end
* Hands on experience on building contact list, suppression list to define target audience.

**Manual Testing:**

* Tested email templates across browsers and clients for rendering and alignment issues
* Checked the dynamic values and modules are populating correctly
* Compared text between the assets and finalized template
* Performing White Box Testing, Link checks, Landing page accuracy and Alt-tags.
* Performing retesting and sending test status to QA.

**Targeting Audience:**

* Created recipients list based on various criteria from database
* Generated audience list using SQL server and salesforce.com
* Filtered audience list using Excel to achieve the requirements from clients.

**Reporting:**

* Analyze campaign outcomes in detail, drew insights and made data-based adjustments
* Produced weekly reports and monthly dashboards
* Analyze campaign progress on revenue, pipeline, awareness and market perception.

**Project 1: SAP Implementation and Testing (FLEX)  
Duration: (September 2013 – March 2017)**

* Complete involvement in maintenance and support activities.
* Expertise in SAP MDM 7.1 – Console, Data Manager, Import Manager, Syndicator,   
  Import Server and Syndication Server.
* Working in SAP MDM to monitor workflow between various systems around MDM regularly, also to fix if any interrupt in flows and data discrepancy with xml schemas in FTP / File Zilla.
* As MDM Consultant, have been part of multiple MDM assignments in different Environments. Additional responsibilities included coordination during Integration testing, user training, user acceptance testing (UAT), resolving defects during integration & user acceptance testing, Go-Live preparation.
* Working with team for creation/updating Syndication map and Import map for various Consuming Systems. Interact with Business users on issues and root cause.
* Experience on working with master data - Customer, item, currency, UOM, GL account and Vendor data.
* Supporting Extensively on High Severity incidents
* Inbound and outbound of MDM records with other SAP systems like TD, MDSS, IPS, BI, ECC etc.,
* Test documentations creation and support through project lifecycle (Test plan, Functional Test Cases, Traceability Matrix, build and week reports, others).
* Expertise in automation manual and automation testing (SELENIUM).
* Worked on Test Data preparation, Test scripts preparation and execution, Test Outcome Result (TOR) document and Defect handling
* Features improvements and good ideas generating during working on projects.