

CAREER OBJECTIVE :

Seeking a challenging career in a progressive Organization where I can utilize my skills and significantly contribute to the Organization.

EXECUTIVE SUMMARY:

- ✓ Over all 6 Years of professional experience including around 3 years of technical experience in Salesforce Marketing Cloud.
- ✓ Experience in all phases of marketing cloud which includes working on Email studio, Automation studio, Journey builder design, development, implementation & enhancement of projects in marketing cloud Platform
- ✓ Created Data Extensions, Data Filters and Filters.
- ✓ Created User Initiated emails.
- ✓ Developed AMP script code to implement business requirements by creating Dynamic content.
- ✓ Used Automation studio for performing actions such as imports, extracts and SQL query activities.
- ✓ Creating Reports using Data Views
- ✓ Conducted A/B testing and did recommendations accordingly.
- ✓ Ready to explore and learn new technologies.
- ✓ Good presentation and communication skills to provide support to the customer.

PROFESSIONAL EXPERIENCE:

- ❖ Working as a Software Engineer in Mark Cyberhanto Private Limited, from May 2019 to Till Date
- ❖ Worked as a Backend developer (SQL, PL/SQL) in Proxce Technologies Pvt .Ltd February 2016 To March 2019.

EDUCATION:

- * MA from Gitam University
- * M.Sc from Sri Krishnadevaraya University.
- * L.L.b from SV University.
- * B.Sc Computer Science from Dr. A.E.R Degree College (affiliated to SV University)
- * H.S.C (intermediate) from Sri Srinivas Jr College
- * S.S.C from Kerdriya Vidhyalaya.

TECHNICAL PROFICIENCIES:

- **Marketing Cloud** :- Exact Target, Salesforce.com, Email Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages and Contact Builder.
- **Operating System** :- Windows Server 2008/2003/2000, Windows XP/7/NT
- **Programming Languages** :-HTML, AMP Script, SQL, PL/SQL.
- **Application Software** :- MS Office

Project 1: -

Project Name: Malware Bytes

Client : Malware Bytes

Role : Salesforce Marketing Cloud Developer

- Design and developed 30+ emails a month using Salesforce Marketing Cloud to meet our various clients and company requirements as per expectations.
- Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the Import, Extract and Query activity using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Experience on cloud pages and web pages.

Environment: Salesforce.com, HTML5, CSS3, SQL, Web Services, FILEZilla.

Project 2:

Project Name: Concretia

Client : Concretia

Role : Salesforce Marketing Cloud Developer

- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Experience on adhoc email campaigns and Recurring campaigns as well.
- Set up workflows for marketing in ExactTarget which will send out emails based on time intervals.
- Configured the customer journeys with the company, worked on Journey Builder, Email Studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
- Conducted A/B testing and did recommendations accordingly.
- Identify opportunities for revenue growth assisting sales and client services team.
- Built advanced campaigns leveraging data, strategy & budgeting constraints.
- Written SQL queries to build targeted audiences & Extract Data.
- Worked on Customer profile centre, subscription centre, branding, management and customization.
- Generating and reporting on email Campaigns (status of outcomes) for various stakeholders.
- Created Many Templates and many sender Profiles, send classifications and associated them according to the client's request.

PROJECT: 3

Project title : Automated Data Flow - Reserve Bank of India (RBI)
Regulatory Returns
Client : ICICI BANK LIMITED
Role : Windows, SQL, PL/SQL

Responsibilities:

- Gathering data collectively from end user and testing.
- Developed Stored Procedures, Functions for Data Validations and Business Validations.
- Analyzed user requirements and developed packages, procedures and functions using PL/SQL.
- Modifying & Creating PL/SQL Procedures, Functions, Packages.
- Debugged various defects related to implementation of business logic.
- Written SQL queries for inserting, updating and deleting
- Participated in development, coding and various PL/SQL validations
- Development of Re-usable objects like General Procedures, Functions and Packages