

Chethana C – 2X Salesforce Marketing Cloud Certified

PROFESSIONAL EXPERIENCE

Over all **5+ years** of Experience, accompanied in **Salesforce Marketing Cloud** – Email Marketing Automation (SFMC), managed various ESPs similar to Email Marketing, Email Campaign Automation, Email Deliverability and List Building (List Segmentations).

Area of Expertise: Email Studio, Automation Studio, Journey Builder, Content Builder, Cloud Pages, Contact Builder, Admin, Tracking, Reporting, AmpScript.

Key Operational areas: -

- Depth knowledge/Hands-on experience in Email Creation(Responsive coding) and maintain email templates within Marketing Cloud with a preference for building custom emails using HTML, CSS and AMP Script
- IP warming for new on-boarded customers
- Strong knowledge of the Salesforce Marketing Cloud/ExactTarget platform specific to Email Studio, Content Builder, Contact Builder, Cloud Pages, Automation Studio, and Journey Builder
- Design, develop, deliver, and maintain high quality, reusable features of Marketing cloud Templates
- Drive marketing cloud infrastructure and customization of the marketing automation platform including scoring, profiling, segmentation, and workflows
- SFMC/CRM Journey entries through API call and Complex Journey Setup
- Develop and enhance our custom preference center within Marketing Cloud
- Lead and govern audience segments to ensure data quality over time; set up, manage, and monitor email subscriber data extensions
- Better understanding of relational data models, SOAP APIs, REST APIs and integration techniques
- Excellent understanding of data dependencies and design for marketing cloud journeys and campaigns
- Ability to work independently and in a collaborative team environment; innovative, adaptable, self-directed, and team player

EXPERIENCE

Codeflurry Technologies – India (Contract Role)

Jun 2022 – Current

Email Marketing Specialist - SFMC

Key Responsibilities: Joined as Contract Role working as a SFMC Email developer and I was responsible for building, testing Email campaigns, Automation creations and Journey setup as per client requirements

Responsibilities:

- Contributed on SFMC implementations to support marketing campaigns and initiatives across multiple instances.
- Hands-on development on different modules of SF Marketing Cloud: Email Studio, Mobile Studio, Journey Builder, Automation, Tracking, Reporting
- Create email copy based on directives from internal stakeholders
- Collaborate with Marketing team members to facilitate email development projects including sourcing content, graphic design, and web-related development
- Design, proof, and implement branded email content for individual and mass communications with various divisions, departments, and internal stakeholders
- SFMC email campaign deployment based on business team's quarterly planning.
- Front End Web development using WordPress and HTML5 CSS3

Xoriant Solutions Pvt Ltd.

Apr 2021 – Jun 2022

Senior Software Engineer

Project Description: We work on a project-to-project basis across the globe, our managed services team assists our clients with:

Responsibilities

- I was responsible for developing our email communication strategy to deliver customer engagement and entry conversion to the agreed targets
- Client Onboarding, Strategy Building, IP Warming, Data Segmentation
- Once the Campaign is scheduled we'll keep track of Delivered Emails, Open Clicks and Unsubscribed emails on a regular basis to meet client performance goals.
- Implementation, tracking and measurement of marketing campaigns
- Knowledge transfer and support project team members with tasks
- Ensuring Client SLA's, campaign's brand guidelines / identity is adhered across campaigns
- Project/Client Specific documentation, prioritization, tracking, and reporting
- PSD to Responsive / Dynamic Email coding (Mobile Friendly)
- Campaign Automation – Personalizing emails with Automation is a way to engage customers more effectively and efficiently.
- Landing Pages and Web Forms - Design and publish landing pages and web forms, which capture inquiry information
- Transactional Emails and Messaging - Deliver real-time, custom branded, one-to-one transactional messages generated by triggers in emails, web forms, landing pages
- IP warming for new on-boarded customers
- Quality Assurance (QA): Rendering check in all email platforms including mobiles, Link Check (CTA), Database list check, Database mapping etc.,
- We always ensure right campaigns are sent to the right customer

Deccan InfoSystems, Pvt Ltd.

Apr 2018 – Apr 2021 – SFMC Specialist

Aug 2015 – Apr 2018 – Devops Engineer

- Develop Email Campaign, design, and improve creative ideas and working fresh design and visual ideas in all aspects of creative works for developing interactive and sales driven designs.
- Support with planning, creating and delivering marketing programs to support the growth and expansion of company branding and products.

- Drive email marketing efforts in order to engage customers and deliver business growth
- Worked as Campaign Management Specialist, Web Developer & Quality auditor of Ads.
- Also worked as Email developer and used our skills with all E-mail marketing technologies to ensure that Email appear on targeted user Inbox and in the desired formats. Also troubleshoot inaccuracies or problems, Quality Analysis and report to Email clients on the status and Reports of campaigns to guarantee correct billing.

CERTIFICATIONS:



EDUCATION

Qualifications Bachelor of Engineering in Computer Science
VidyaVardaka College of Engg, India, 2015

Languages English, Kannada Fluent

PERSONAL DETAILS

Name : Chethana C

Father's Name : A R Chandrashekar

Mother's Name : M S Kalavathi

D.O.B. : 24-06-1992

Marital Status : Married

Permanent Address : #2947/2, Gokulam Main Road, Mysore 570002

Email : cchethana942@gmail.com

Contact Number : +91 – 9741653029 / 9738605311

Passport Number : N6250116

DECLARATION

I hereby certify that above mentioned particulars are correct to the best of my knowledge and belief.

Chethana. C