Krishna S

Senior Development Engineer

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CERTIFIED Marketing Cloud Administrator

CERTIFIED Associate

CERTIFIED Marketing Cloud Email Specialist

Career Objective:

8+ Years of Professional experience with hands on Web Application Development and Salesforce Marketing Cloud, Project implementation and deployment, in Travelling, Retail distribution and Vendor management clients. Having strong business consulting skills with area of focus on configuring and delivering solutions to better facilitate customer business processes, ensuring ability to design and execute.

SFMC Skills (Relevant Exp: **4** years) : Email Studio, Automation Studio, Journey Builder, Content Builder, Contact Builder, Web Studio.

Qualification Details:

B.Sc. (Computer Science)

Certification Details:

- Salesforce Certified Marketing Cloud Email Specialist. (March 2023)
- Salesforce Certified Marketing Cloud Administrator. (April 2023)
- Salesforce Certified Associate. (March 2023)

Professional Details:

- **Cloud Collab Technologies** | SDE 2 (Feb 2021 - April 2022)
- **Quess Corp.** | Lead Engineer (July 2020 - Nov 2020)
- **Quest Global** | Lead Engineer (April 2018 - June 2020)
- **V2Soft India Pvt. Ltd.** | UI Developer (Oct 2016 - April 2018)
- **Theorem India Pvt. Ltd.** | Web Developer (Nov 2013 - Aug 2016)

Technical Skills:

- Salesforce Marketing Cloud
- HTML5, CSS3, Bootstrap, SCSS, AMPScript, jQuery, SQL, ES6, JavaScript, Typescript, Angular, ReactJS
- Adobe Photoshop, Adobe Illustrator, Dreamweaver

Role-Specific Responsibilities

- Work with the campaign team to understand key campaign parameters and inputs, such as internal quality assurance and testing measures, degree of personalization and overall creative approach.
- Fluid Responsive Emails and Adaptive Responsive Emails, Dynamic Email Templates
- Review key aspects of the email design, build and deployment process to ensure optimal quality
- Perform functional testing of the email (Checking links, confirming tracking data and copyright year, CANSPAM conditions etc.) to confirm accuracy of the campaign.
- Handling client calls to demonstrate the process to any new on boarding clients
- Handling client communication in the absence of Campaign Lead
- Management of client expectations, communication and reporting metrics

- I was responsible for translating UX wireframes and mockups into responsive, interactive features, using Angular, Typescript, ReactJS, React Hooks, React-router, Bootstrap, JavaScript, CSS3, and HTML5 to enable the optimum user experience and application performance.
- Handled designed changes and issue fixing in Photoshop files, worked closely with UI/UX team.
- Guided junior developers in bug fixing and handling email and landing pages.

Competencies in Salesforce Marketing Cloud

Configurations:

- Creating user(s) for login to SFMC.
- Creating Business unit(s) with unsubscribe and Business unit level.
- Creating the custom roles to assign to users.
- Assign the standard role or custom roles to users with the right permission to perform the daily tasks.
- Installing Deployment manager and Query Studio in App Exchange from Salesforce Market Place.
- Creating Profile & Preference Attributes in Email Studio Profile & Preference Management.
- Creating Publication List, Suppression List and Auto Suppression List.
- Creating a user for Enhanced FTP Account.
- Integration Configuration between SFMC and SFDC using Marketing Cloud Connect

SFMC Development:

- Full proficiency in Salesforce Marketing Cloud (SFMC) including Email Studio, Automation Studio, Journey Builder, Content Builder, and Audience Builder.
- Designing and executing complex customer journeys, personalized email campaigns, and multi-channel automation workflows.
- Data segmentation, audience targeting, and dynamic content personalization to enhance customer experiences and boost conversion rates.
- Implementing marketing automation best practices, ensuring deliverability, and optimizing email performance.
- Creating visually compelling email templates using HTML, CSS, and responsive design techniques.
- Building custom landing pages, forms, and web assets that align with brand guidelines and enhance user experience.
- Integrating SFMC with external systems, APIs, and CRM platforms for seamless data synchronization and personalized messaging.

Competencies in Web Development

- Conversion of client provided PSD file to HTML file with best email practice to overcome rendering issue providing cross browser compatibility.
- Converting Figma designs to responsive web pages with multi-theme feature using Bootstrap and SCSS
- Adding business logic to web application using Angular 9+, ReactJS, Typescript, JavaScript
- Guiding team members in understanding of client requirements and suggested solutions for logical and design problems which was blocker for them.
- Involved with UI/UX team for design implementation and improvements.
- Fixing rendering and logical issues.
- Interacting with Client for getting requirements and doubt clarification, and pass on KT to team members.
- Writing test cases using Karma and Jasmine, handled CI/CD tool which automates builds, testing, and deployment.

- Assigning Jira tickets to team members depending on their skillset.

SFMC Key Projects Details

Project Name: Salesforce Marketing Cloud Implementation

Roles and Responsibility:

- Creating Standard Data Extensions to capture the profile information and preference information.
- Creating the Filtered Data extension based on rules provided by the client. For example, gender based, opt-in date, country, state etc.
- Creating Email Templates and worked with designing team for finalizing the creative.
- Creating Email Messages, Dynamic Content Blocks (drag-drop & using AMP Script).
- Creating Scheduled automations for retrieving the back-end data for reporting – Data Views
- Created Customer Welcome journey with 4 emails to be sent in series. 3 emails will be sent at an interval of 3 days and 4th email will be sent if profile information is no updated by the customer after 10 days of the first email is sent.
- Created 18 Data Views data extensions and query to retrieve the data from back-end data to Data extensions created with an automation to run once in a week.
    - Created 3 Emails for customer anniversary.
    - Created Scheduled automation for refreshing the data on daily basis.
    - Created a journey with DE as entry source and automation for scheduling.
    - Journey was having a goal to calculate the 40% of population to redeem coupon code sent within 15 days.
- Automated the journey builder emails sends report to stake holders using Reports of Analytics builder on a weekly basis.
- Created landing pages to handle profile information, preference information and unsubscribe management.
- Worked on Web development started from scratch used Angular 12 and Bootstrap 5 and SCSS for multi-thmeing.
- Handled API errors, Performance improvement and fixed UI issues.
- Worked on CI/CD tool like Circle CI

Project Name : Point Of Sale (POS) Welcome Email

Roles & Responsibilities:

- Requirement Analysis of tickets assigned via Jira Tool.
- Create and provide FTP account and generate Credentials in SFMC as provisions to clients to share daily record to SFMC.
- Configured a "File Drop Automation" with 5 steps that included Import activity, Wait activities, 3 Query activities.
- Created 1 sendable and 4 non sendable DE (Data Extension) as destination DE, for records to populate as respective activity run in Automation. The DE Details are as follows: Master DE (DE1) to record Data Backup of subscribers to whom Email was sent, a DE (DE2) to populate the raw data shared on instant, a DE (DE3) to Populate duplicate records, DE (DE4) to populate Non duplicate records and 1 sendable DE (DE5) to record data of contacts to whom Emails where never sent from SFMC by comparing the Master DE.
- As per requirement, Configuration of automation was organized in such way that when Client drops a Data File in Filezilla, System auto triggers a Import activity in to (DE2) using import activity by taking reference of "File Pattern" mentioned in the file drop configuration. The next step includes a Query activity where the Data is checked for any duplicate records and populate them in DE3 with duplicate records and DE4 with non duplicated records, Further step includes a Inner SQL Query activity to compare the DE4 with the master DE (DE1) and populate the contact records to whom emails were never sent in to DE5. Next a Welcome email was sent to records in DE5 and this data was later populated with a data action "Add and Update" into Master DE (DE1).

Project Name: Member Level Personalized Cloud Page

Roles & Responsibilities:

- Developing custom AMPscript and SSJS scripts to support dynamic content and personalized messaging on cloud pages. This would involve working with data extensions to retrieve and display personalized information for each member. Client provided PSD file was analyzed and Images extract for HTML use was done using Slice tool, Text with styling was extracted using Text tool in Adobe, using these data to create HTML emails.
- Create HTML based email for Product purchase Loyal Members showcasing Company Logo, Personalized email text body, Button with a Landing page URL with Page ID
- Create Data extensions, Import record via Automation studio (File drop Automation) configuration
- Send Email to the audience using automation studio, the mail recipient who clicks on the Button was directed to Landing pages that displayed Dynamic personalized content.

Project Name: Healthcare Professional Seminar Registration

Roles & Responsibilities:

- Creating custom data extensions to store and manage data related to the seminar, such as registrants, attendees, and session information.
- Developing custom Journey Builder workflows to automate the registration and reminder emails for the seminar, as well as post-event follow-up campaigns.
- Developing custom landing pages and forms to collect registration information and integrate with Salesforce Marketing Cloud.
- Developing custom Ampscript and SSJS scripts to support dynamic content and personalized email messaging.
- Collaborating with the project team to understand business requirements and provide technical recommendations and solutions.

Web Key Projects Details

Project Name: Detroit People Mover (DPM)

Roles & Responsibilities:

Detroit People Mover is a govt. railway project tracks each train's arrival and departure timings and provides the details of the nearest food stores for individual stations.

- Project started from scratch, used Bootstrap 3.0 and Angular 4 for web applications, Ionic 3 for cross-platform mobile application.
- Integrated google map for train route and location tracking.
- Involved with the design team for better UI/UX design outcomes and given suggestions
- Handled CORS issues and worked on Perfomance improvement for fast loading and render.
- Troubleshooting and resolving issues across the entire application stack.
- Ensuring a smooth and responsive user experience across different devices and browsers
- Troubleshooting and resolving front-end issues and bugs
- Collaborating with back-end developers to integrate front-end and back-end systems
- Writing clean and maintainable code using front-end development best practices