

SAI NAGENDRA BABU L (Salesforce Certified)

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✓ Career Objective :

Seeking to handle increase responsibility and challenging assignments to harness my technical and analytical skills on, to be part of an environment that promotes team and provide opportunity for value based growth as well as career advancement while making as significant contribution to the organization.

✓ Professional Summary :

- 5.3 years of Overall IT experience as Software Engineer.
- 3+ years of Experience in Salesforce Marketing Cloud as a Developer.
- Experience in all phases of marketing cloud which includes working on Email studio, Automation studio, Web studio, journey builder, Content Builder, Contact Builder, Design, development, implementation & enhancement of projects in marketing cloud /Exact Target Platform.
- Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- Creating Email Templates with HTML code in different styles with help of Html developer.
- Developed AMP script code to implement business requirements by creating Dynamic content.
- Creation of Users, Roles, Profiles and applying securities at all levels.
- Configured FTP accounts and used it for import and File transfer and upload.
- Also I Have knowledge and worked on HTML, CSS, SQL and AMPSCRIPT.
- Excellent analytical and debugging skills, team facilitator, self-motivated and possess good communication skills, good work ethics and interpersonal skills.
- Ability to grasp and learn things quickly, interest in learning and working with new technologies.
- I have a knowledge of Mobile studio.
- I have experience in Marketing cloud Connector (Integration-MC Connector) and data transmissions.

✓ **Professional Experience :**

- ▶ Worked as **Salesforce Marketing Cloud Developer** in **Dextara Digital Pvt Ltd [July 2023- August 2023]** , Hyderabad.
- ▶ Worked as **Salesforce Marketing Cloud Developer [Oct 2022 to June 1st 2023]** in **Price Waterhouse Coopers (Pwc)** , Hyderabad.
- ▶ Worked as **Salesforce Marketing Cloud Developer [May 2020 to Oct 2022]** in **Epam**, Hyderabad.
- ▶ Worked as **Salesforce Admin [April 2018 to May 2020]** in **Epam**, Hyderabad.

✓ **Academic Profile :**

- ▶ **Qualification** : **ENGINEERING (B TECH)**
- ▶ **Institute** : **Audisankara Institute of Technology, Gudur , Nellore District .**
- ▶ **CGPA** : **64.32%**

- ✓ **Certifications** : **Marketing Cloud Email specialist
Marketing Cloud Administrator**

✓ **Project Details :**

- ✓ **Project** : **4**
- ✓ **Project Name** : **INTERNAL PROJECTS**
- ✓ **Role** : **Salesforce Marketing Cloud Developer
[Oct 2022 to July 2023]**

✓ **Project Details :**

- ✓ **Project** : **3**
- ✓ **Project Name** : **ASDA**
- ✓ **Role** : **Salesforce Marketing Cloud Developer
[Dec 2021 To Oct 2022]**

Roles And Responsibilities :

- Has been worked on **Email Studio, Content Builder, Contact Builder, Automation Studio, Journey Builder , Query studio** in marketing cloud .

- Takes ownership of client issues through to resolution including trouble shooting internal and external communication and providing meaningful feedback to the clients on regular basis.
- Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- Used automation studio for performing activities imports, exports and SQL query activities.
- Writing SQL queries to build targeted audiences & Extract Data.
- Designed and configure journeys using activities within the journey builder and launched in the production after thorough testing.
- Tracking the total number of emails sent and opened, extracting the reports according to the requirements to send follow-up emails
- Creating templates and many sender profiles, send classifications and associated them According to the client's request.
- Checking the data of email studio of different types of bounces.
- Worked on end-to-end deployment of emails and journeys in SFMC.
- Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.
- Used HTML, CSS, SQL, AMP Script to build customized solutions that support critical business functions.

✓ Project Details :

- ✓ Project : 2
- ✓ Project Name : Zenni Optical
- ✓ Role : Salesforce Marketing Cloud Developer
[Jan 2021 To Dec 2021]

Roles And Responsibilities :

- Has been worked on Email studio, Contact Builder, Contact Builder, Automation Studio, Journey Builder in marketing cloud .
- Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- Used automation studio for performing activities imports, exports and SQL query activities.
- Writing SQL queries to build targeted audiences & Extract Data.
- Designed and configure journeys using activities within the journey builder and launched in the production after thorough testing.
- Creating templates and many sender profiles, send classifications and associated them According to the client's request.

- Checking the data of email studio of different types of bounces.
- Worked on sales force marketing cloud to SFDC connection.
- Worked on end-to-end deployment of emails and journeys in SFMC.
- Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.

✓ **Project Details :**

- **Project** : 1
- **Project Name** : **Chevron**
- **Role** : **Salesforce Marketing Cloud Developer**
[May 2020 To Jan 2021]

✓ **Roles And Responsibilities :**

- Has been worked on Email Studio, Content Builder, Contact Builder in marketing cloud .
- Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- Writing SQL queries to build targeted audiences & Extract Data.
- Designed and configure journeys using activities within the journey builder and launched in the production after thorough testing.
- Tracking the total number of emails sent and opened, extracting the reports according to the requirements to send follow-up emails
- Creating templates and many sender profiles, send classifications and associated them According to the client's request.
- Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.
- Used HTML, CSS to build customized Templates.

✓ **Project Details :**

- Project Name** : **Chevron**
- Role** : **Salesforce Admin**
[April 2018 To May 2020]

✓ **Roles And Responsibilities :**

- Adding and deactivating users on Sales force.
- Keep Tracking of Sales targets and managed customers

- ▶ Create New User Profiles and Monitor Access Levels.
- ▶ Designing Workflows and Approval on respective objects.
- ▶ Providing Permission sets, added Users in various public groups and queue.
- ▶ Updated some profile level changes if project required.
- ▶ Daily Report generations.
- ▶ Manage mass imports and exports of data.
- ▶ Run Quarterly Database Maintenance Reports.

✓ **Technical Skills :**

- ▶ **Tools Used** : Salesforce Marketing Cloud
- ▶ **Marketing Cloud** : Email studio, Automation studio, Journey builder, builder, Analytic builder, Content builder, Contact builder, Mobile Studio, Marketing Cloud connector, Cloud pages .
- ▶ **Programming Languages** : HTML, CSS, SQL, AMPSCRIPT
- ▶ **Application Software** : MS Office Word , power point , Excel
- ▶ **Operating Systems** : Windows XP, Windows 7, Windows 10, Windows 10pro .

✓ **Personal Profile :**

- **Date of Birth** : 19th September 1996
- **Gender** : Male
- **Languages Known** : English , Telugu
- **Location** : Nellore, Andhra Pradesh.

✓ **Declaration :**

I hereby declare that all the information furnished in this document is true to the best of my knowledge.

(L. SAINAGENDRA BABU)