

K M PAVAN KUMAR

Salesforce Marketing Cloud

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PROFILE

Having 6.5 years of total experience, 4 years of experience in Salesforce Marketing Cloud (Marketing cloud Engagement) and 2 years of experience in SAP SD. Hands-on experience on Journey Builder, Automation Studio, Email Studio, Campaign management in SFMC. A team player with a strong work ethic, a positive attitude and the ability to make the best use of individual resources. Committed to excellence, and a prudent developer with strong problem-solving, analytical skills and communication skills.

PROFESSIONAL EXPERIENCE

SFMC Developer (Marketing cloud Engagement)

Oct 2022 – present
Hyderabad, India

Advance Auto Parts

- Creating Solution Design for the requirement and implementation of solution.
- Developing end to end flow of the requirements.
- Testing end to end flow of the development.
- Used Journey Builder in running different campaigns along with Contact Builder and Automation Studio.
- Built multiple custom solutions using Automation Studio, Worked on dynamic emails, Created Data Extensions for multiple deployments.
- Created template-based Emails as per the requirements.
- Integrations - Knowledge in Rest and Soap API. Marketing Cloud connect.
- Documented technical implementations and knowledge to educate newly hired employees. Involves in Client Meeting to gather requirement.

SFMC Developer (Marketing cloud Engagement)

Aug 2021 – Oct 2022
Hyderabad, India

Capgemini

- Created Migration documents based on the inputs given by Business heads.
- Involved in creating ICEF and CCDB document –High level design document.
- Involving in client meetings, Identifying the requirements, analyzing and completing them on priority.
- Worked on mulesoft POC to replace marketing cloud connect.
- SFMC administration activities including creation of Business units, users, roles and assigning roles to specific users, sender profile, delivery profile and send classification set up.
- Installing packages, creating FTP accounts, File locations.
- Created Master Data Extensions in parent BU & staging data extensions in each LOB BU.
- Automation Studio: Setup Automations utilizing Activities like Query, File Transfer, Data Extract, File Import/Exports, schedule Communications.
- SQL queries to move the data extension records.
- Used AMPSCRIPT & SQL to build customized solutions.
- Perform A/B Testing to choose the winner. Performed Litmus testing.
- Created configuration documents for future need of the user.
- Worked on cloud pages & Reply mail management.

SFMC Consultant (Marketing Cloud Engagement)*Mass Mutual*

Jan 2019 – Aug 2021

Hyderabad, India

- Managing digital marketing campaigns including BU creation, user creation, assigning roles, campaign creation Creation of Lists and Data Extensions to manage, organize and segment subscriber's data.
- Using publication lists to manage subscriber opt-ins.
- Creating and configuring paste HTML Emails, Triggered Emails, Cloud pages, which includes creation of custom preference centre, subscription centre etc.
- Designing and configuring one to one customer journeys using Journey builder tool to nurture engagement with contacts.
- Leveraging Automation studio to automate the various functionalities which includes query activities, imports, file transfers, user-initiated email sends etc.
- Good Understanding of Contact Builder for organizing and managing contact data including attribute group's creation, defining data relationships.
- Experience working on rendering of emails with Litmus.
- Monitoring the Campaign success through Journey email tracking and Inbox tools dashboard timeline and Return Path monitoring.
- Creating customized campaign reports by leveraging SQL queries and evaluating the effectiveness of marketing campaigns.
- Closely involved with client's marketing team in developing architectural model for campaign execution.
- Knowledge in IP warming concepts and deliverability best practices.
- Build technical documentation for the Business team for easy navigation and access.

SAP Consultant*Accenture*

Nov 2017 – Jan 2019

Hyderabad, India

- Worked on User exits, Report specification, Prepared functional specification documents.
- Prepared End user training Manuals.
- Worked on integration with SD & FI - Account determination, Credit management, Rebates.
- Configured shipment document types, shipment cost document types.
- Configured Listing/Exclusion, Free Goods using Condition techniques.
- Prepared master data templates for Data migration & uploaded Master data using LSMW.

CERTIFICATES

• Certified in Marketing cloud email specialist. | • Certified in Marketing cloud Admin. | • Certified in Data cloud.

EDUCATION

B.Sc. Biotechnology*A.S.N Degree college,*

Tenali, India

PGDM Marketing*Vishwa Vishwani school of Business*

Hyderabad, India