Anirudh Raj

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PROFILE SUMMARY

➢ Experienced engineer delivering integrated marketing strategies in the software, product and services Industry with good proficiency in Salesforce Marketing Cloud. Adept at explaining and proven independent worker and team player.

CORE COMPETENCIES

⟳ MySQL	⟳ Salesforce Admin	⟳ Salesforce Marketing Cloud
⟳ Informatica	⟳ Microsoft Azure	⟳ Informatica

PROFESSIONAL EXPERIENCE

Since Dec'20 with Xerago, as a Salesforce Consultant

➢ Own **end-to-end** execution of email campaigns (customer journey).
➢ QA all emails, ensuring all links, images, subject lines, and list segments are accurate
➢ Create and execute **A/B testing** to improve the business metrics.
➢ Monitor and report key metrics including **delivery and standard metrics** such as unsubscribe rate and participation.
➢ Manage the marketing calendar by **collaborating with the CRM team** with ongoing promotions.
➢ Collaborate with **designers and manage relations** with service providers..
➢ Monitor the overall quality of the email Template creation & Implementations, apply best practices, and report high-level results
➢ Set up of architecture for new accounts, i.e. data extensions, FTP drops, localisation, etc.

❖ Project   : Citi Bank
❖ Domain   : Development and Template Creation
❖ Platform used : Salesforce Marketing Cloud
❖ Duration   : 6 Months

PROJECTS

◆ **PROJECT - SALESFORCE ADMIN - HOTEL MANAGEMENT SYSTEM**
➢ Created users, roles, public groups & implemented role hierarchies, sharing rules and records level permission to provide sharing access among different users.
➢ Implemented Pick-list, Lockup, Master-Details Relationships and formula field to custom objects.
➢ Designed, developed & deployed page layout, Custom tab, Custom object.

◆ **PROJECT - SALESFORCE ADMIN - INSURANCE APP**
➢ Created Email templates in text PROJECT - SALESFORCE ADMIN - INSURANCE APP.
➢ Created Master detail relationship in such a way that customer may have more than one insurance policy.
➢ Created data modelling, tab and include under custom app called "Insurance".
➢ Created fields dependency between insurance types and sub-types, add necessary tab under the app insurance, customise page layout.
➢ Add email to insurance manager whenever the insurance is surrendered.

EDUCATION

2020   B.Tech from Technocrats Institute of Technology, Bhopal (7.6 CGPA)

CERTIFICATION COURSES

2021   Licensed [Salesforce Certified Email Specialist] - [Credential Id-21979373]