



Hello I'm Nagaraj Dacha

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Career Objective

Seeking **long term employment** in an organization where I can grow professionally and further enhance my skills, knowledge and experience to face and overcome the challenges of today's changing work environment.

Highlights

- 9 years of total industry Experience.
- 5+ years of SFMC hands on experience.
- 8+ years of hands on experience in Email Marketing platform
- Certified Salesforce *Marketing Cloud Email Specialist* (Credential ID: 19210203)
- Certified Salesforce *Marketing Cloud Admin* (Credential ID: 22417161)
- Certified Salesforce *Marketing Cloud Developer*
- Certified Salesforce *Marketing Cloud Consultant*
- Certified Salesforce *Mulesoft Developer-1*
- I have done 3 Internships successfully from various Organizations.
- Holds an MBA in Marketing from JNTU Hyderabad.
- Very much Passionate about marketing related technologies and Always eager to learn new

Experience

MAY 2019 - PRESENT (Around 5 years)

accenture - *Salesforce Marketing Cloud Application Development Senior Analyst*

- I regularly engage in the creation of Data Extensions, Data Filters, Send classifications, Sender Profiles, Delivery Profiles, File Location and many more
- Every day, I undertake the task of creating Templates, Content Blocks, Reference Blocks, Emails, Triggered Sends and User-Initiated Sends.
- Experienced in utilizing FTP regularly perform file drops for validation purposes.

- I possess familiarity with various Automation Studio activities, including Import activities, SQL activities, Send Email activities, File Transfer activities, and Extract activities.
- I am actively involved in creating Deployment Documents, Code Change Documents, Test Cases, and other related materials.
- I actively participate in innovations like., Modular email designs, Data cleanups, etc
- Strongly follow and create ADA friendly emails.
- I am proficient in using SOAP.

July 2016 - May 2019 (3 years)

EventsNow Pvt. Ltd., Hyderabad – *Digital Marketing Strategist*

Here I worked on all the following platforms: Salesforce Marketing cloud (Email Studio), Email Marketing (Mailchimp), Oracle Responsys(Email Marketing),SMS Marketing, Strategy building, Social Media Marketing(paid advertising), Search Engine Optimization, Google AdWords, Google Analytics.

May 2015 - July 2016 (14 months)

MeraEvents, Hyderabad– *Digital Marketing Analyst*

Here I worked on all the following platforms: Email Marketing with Mailchimp, Google Analytics, Search Engine Optimization, Social Media Optimization, Google AdWords.

Skills

- Proficient in prompt engineering to use Chat GPT
- Can Design Effective Email Message with HTML, CSS and AMPscript
- Strongly Follow Email Marketing Best Practices
(CAN-SPAM, Deliverability, Effective Email, etc)
- Have Knowledge on Marketing Automation
(Triggered, Journey Builder, Automation Studio Activities)
- Proficient in utilizing Mobile Studio(Mobile Connect and Mobile Push)
- Familiar with APIs, SSL, IP Warming etc.
- Acquainted with API functionality, enterprise web services and API-led concepts.
- As a management student, I excel in presentation skills.
- Have an ability to understand email performance, Analytics, etc
- Good at executing Email campaigns with Oracle Responsys tool
- Having full-fledged knowledge and experience on various bulk SMS tools
- Have experience in Social Media Marketing, Google ads, Youtube ads, Twitter ads, SEO, Google Analytics and many more.

Education

2012 - 2014

TKR Engineering College, Hyderabad - *MBA in Marketing*

2009 - 2012

Peoples Degree College - *BSC in Computer science*

2007 - 2009

MNR Junior College, Hyderabad - *M.P.C*

2007

ZPHS Boys School, Basheerabad - *SSC*

Recent Projects

- Farmers Insurance (Accenture- Current)
- Philip morris Japan(Accenture)
- Pro Kabaddi - Telugu Titans, UP Yoddha, Tamil Thalaivaa 2017&2018 (Eventsnow)
- IPL - SunRisers Hyderabad - IPL 2017 & 2018 (Eventsnow)
- Many India ODI's, T20 matches, Test Matches of Hyderabad & Vizag (Eventsnow)
- Football - FC Pune City - ISL 2018 (Eventsnow)

Internships

90 Days

Dhanush Infotech Pvt. Ltd. - *Market Research*

60 Days

Paynear, Hyderabad - *Traditional Sales & Marketing*

45 Days

Bigbasket, Hyderabad - *Offline & Online Promotions*

Declaration

I hereby declare that the above-furnished details are true to the best of my knowledge. I am also confident in my ability to work in a team.

(NAGARAJ DACHA)