Ravikumar Talluru

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Professional Summary:

- Having 4+ years of experience in the IT industry out of which 2+ years of experience in Salesforce.com and around 2+ years of experience in Salesforce Marketing Cloud.
- Hands-on experience in Journey Builder, Automation Studio, Email Studio, Contact Builder, Audience Builder, and Campaign management in SFMC.
- Experience in creating and managing Lists, Data Extensions, and Sender and Delivery profiles.
- Experience in creating, implementing, and updating Automations, Journey Builder, Audience Builder, and Contact Builder.
- Experience in writing AMP scripts for Dynamic content and email personalization.
- Better knowledge of the data and asset migration across the other marketing tool to the Marketing Cloud, Troubleshooting the sync issue, Tracking, and Reporting.
- Experience in implementing Security and sharing rules at object, field, and record levels for different users at different levels of the organization, also created various profiles and configured the permission based on the organizational hierarchy Creating Validation rules, Workflow rules, and Process builder which help in business automation.
- Creating Auto-response rules and Escalation rules.
- Excellent Experience in performing Data Imports/Export using Data Loader and Import Wizards in SFDC.

Education Details:

- B Tech from JNTUH in 2015.

Technical Skills:

Skills: Salesforce Marketing Cloud (SFMC), HTML 4/5, CSS, JavaScript, Email Studio, Web Studio, Automation Studio, Content Builder, Journey Builder, Cloud Pages SQL, Salesforce CRM, Workflows, Approvals, Validation Rules, Reports, Dashboards, SOQL, Sharing Settings, Process Builder, Object Level Permissions.

Tools: FileZilla, Data Loader.

Career Summary:

- Currently working with **Cognizant** as **Marketing Cloud Developer** from Jan 2021 to till Date.

- Worked with **Accenture** as **Software Engineer** from April 2019 to Jan 2021.

Project Summary:

Project #1:

Title : **Abbott**

Role : **Marketing Cloud Developer**

Duration : Jan 2021 to Till date

Responsibilities:

- User Creation.
- Designing the email.
- Migration of the asset from one business unit to another unit.
- Building Complex journeys by using Marketing.
- Writing the AMP scripts.
- Creating a program based on the customer requirements.
- Involved in Client meetings and presentations
- Creating relationships between DEs in contact builder.
- Updating Salesforce data by using Amp script and Journey builder.
- Connecting the SFMC and SFDC.
- Involved in Data Discovery – Understand Client's business and design data model.
- Involved in Data model designing- Bring relevant data into marketing tools through which we can target the audience.
- Involved in designing Warm-up and Ramp-up plans – To improve the reputation of the sub-domainthrough which Emails are sent.
- Testing API through Postman.
- Experience in working on automation-related activities and journey-builder activities.
- Querying the data imported, with respect to the inclusion criteria, and segmenting data for individual campaigns
- Amp script Html to the personalization for emails, landing pages, and other communication methods in Salesforce Marketing Cloud.
- Customer data import from CRM, data extract to SFTP, and Send Reporting.
- Marketing Cloud Connect installation and implementation.
- API integration to send data from SFMC or to other external systems

Project: #2

Title   : **Hospital Administration**

Duration   : **April 2019 to Jan 2021**

Environment: Force.com

Description:

       The hospital Administration software help to run smoothly the regular day to day basis operations of any hospital. The hospital management software is made in such a way that it looks after the outpatients, inpatients, billings, database of the patients, and the hospital information including the availability of the doctors, their specialization, the payments to various members of the staff and the billing process.

Responsibilities:

- Worked on Admin activities like User Creation, Role and Territory assignment, Permission sets assignment.
- Worked on Various Standard & Custom Modules like Account Management, Territory Management.
- Developed various validation rules as per the business requirement.
- Created custom objects, custom fields, custom settings, custom labels, workflow rules, field update, and email alerts.
- Worked on field dependencies, Translations, Data Loading Activities for multiple objects.
- Worked on page layouts, record types, permission sets, and workflow rules.
- Moved the changes from sandbox to production by using Source Tree and VS Code, and worked on Pre and Post Deployment Steps.
- Participating in Meetings with Client to Discuss about New Enhancements and Monthly Release deployments.

Declaration:

     I hereby declare that the above-mentioned details are true and correct to the best of my knowledge.

Date: **Ravikumar Talluru**