

# APARNA SRAVANI MUDDANA

## 5x Certified Salesforce Marketing Cloud Admin/Developer/Specialist

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📍 Bengaluru, India

## SUMMARY

Passionate Salesforce Marketing Cloud Developer with 7 years of hands-on experience in Developing, and Implementing complex marketing automation solutions. Proficient in developing custom journeys, data extensions, and API integrations to enhance the customer experience. Skilled in utilizing SQL and AMPscript to create dynamic and personalized content for targeted audiences. Strong understanding of email marketing best practices and a proven track record of delivering successful email campaigns.

## EXPERIENCE

01/2019 - Present

Bengaluru

### Salesforce Marketing Cloud Developer

#### SANN Info Technologies Pvt

##### Roles and Responsibilities:

- Worked with business process owners to understand their requirements for Salesforce Marketing Cloud application.
- Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.
- Developed and executed marketing campaigns using Marketing Cloud's **Email Studio**. Trained vendors to use Content builder to build and maintain marketing content.
- Created folder structure to house marketing email templates and executed **A/B testing** on email templates to improve engagement.
- Responsible for technical coordination including **email QA** in HTML, writing **SQL query and AMP Script** logic and leveraging assets to build and deploy email campaigns.
- Used Journey builder in running more than **50+ different campaigns** along with **Automation Studio and Contact Builder**.
- Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions.
- Built validation rules and workflows to support business processes and maintain data integrity.
- Designed personalized email content using Adobe Creative Suite, **HTML and CSS3, AMP script** in **Content Builder**.
- Employed Data Loader to read, extract, and load data from CSV files .
- Used Automation Studio for performing actions such as imports, extracts and SQL query activities.
- Designed and configured journeys using activities within the Journey Builder.
- Used Automation Studio for performing actions such as **imports, extracts and SQL query activities**.
- Coordinated with **Service cloud** team members to build, test and support system functionality in the salesforce org.
- Environment: Exact Target/ Marketing Cloud Marketing Cloud Admin, Marketing Cloud Integration, Automation Studio, Activities, Journey Builder, Audience Builder, Email Campaign, HTML, Java Script, CSS, Triggers, Web Services, Reports, Email Services, Tracking, SOAP API, REST API, Agile Methodology.

## EXPERIENCE

10/2016 - 12/2018

Hyderabad

### Email Specialist

#### MedBrown Technologies

##### Roles and Responsibilities:

- Created various 1:1 Customer journey builder interaction and integrated with Sales Cloud to track, report, and manage **customer lifecycle**. As a part of which Email Studio was used to track customer **opens and clicks**.
- Utilized Marketing cloud automations such as **Journey Builder, Email Studio, and Automation Studio** to create and implement confidential revenue-related marketing campaigns. As a part of this project Journey Builder was used in over 20 campaigns, along with Automation Studio and **Contact Builder**.
- Used Query Studio to write **SQL queries** to fetch tracking data from different **data views in Automation Studio**.
- Error Handling/Debugging: Rectified Errors in existing Data Extensions by replicating & correcting them in lower environments. Also, ensured that all nullable fields are checked before importing the updated **Data Extensions into Automation Studio**.
- Configure FTP Locations and Marketing Users Provisioning, as well as drop and fetch files within **File Transfer/Data Extract Activities**.
- Implemented various **A/B testing** strategies to achieve the final campaign goals and validate Test sends delivered to customers in **Email Studio**.
- Lead the tactical execution of email campaigns, which includes developing HTML email templates, executing QA test plans, managing deployments using **Pacakage manager**

## SKILLS

EMAIL STUDIO  
Proficient



JOURNEY  
BUILDER  
Proficient



MOBILE STUDIO  
Advanced



CONTACT  
BUILDER  
Advanced



AUTOMATION  
STUDIO  
Proficient



DATA CLOUD (CDP)  
Intermediate



AMPSCRIPTING  
Advanced



SQL  
Proficient



PERSONALIZATION  
Advanced



## CERTIFICATION

Salesforce Certified Administrator

Salesforce Certified Marketing Cloud Email Specialist

Salesforce Certified Marketing Cloud Developer

Salesforce Certified Marketing Cloud Administrator

Salesforce Certified Marketing Cloud Consultant

## INDUSTRY EXPERTISE

Retail & E-Commerce

Finance & Banking

Insurance

## ADDITIONAL SKILLS

Query optimizations

Data Extensions

HTML

CSS

SSJS

GTL

KPI

Documenting and POC

## EDUCATION

- Bachelors in Technology  
**SRTIST**
- PGPCC  
**Great Learning**

## STRENGTHS



### COMMUNICATION/COLLABARATION

Interacting with team members and business

## ACHIEVEMENTS



### Achieved 20% increase in sales by designing marketing campaign

Recognition by organization

## DECLARATION

I hereby declared that the above furnished information is true to the best of my knowledge, to serve reliably in your esteemed organisation.

Aparna Sravani Muddana

Date:

Place: Bengaluru