

**KVM Raghavendra**

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**Salesforce Marketing Cloud Consultant, Developer, Email Specialist, Administrator & Solution architect For ORACLE Responsys & DMP Implementation Specialist**

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### **Professional Summary:**

- **3 Years (32 Months)** experience in Marketing cloud automation & Implementation.
- Working experience on cross channel marketing tool **Oracle Responsys, Oracle's BlueKai Data Management Platform (DMP) & Salesforce Marketing Cloud.**
- Working experience on Salesforce.com (Marketing Cloud)
- Loading Data using Source files into both Responsys & SFMC.
- Experience in creating Digital Marketing Campaigns in Responsys.
- Experience in creating Taxonomy & Managing audiences in DMP.
- Offline Data Integration in DMP.
- Experience in orchestrating programs to drive campaigns in Responsys.
- Experience in Data validation and Analysis of Campaign and program reports in Responsys & DMP.
- Knowledge on HTML to understand and create creative or templates for Email Campaigns.
- Experience in testing campaigns & handling deliverability.
- Good Experience in Project Maintenance.
- Familiar with **RFP (Response for Proposal), BRD (Business Requirement Documentation)**
- A highly motivated, energetic individual and a team player with excellent analytical & problem-solving skills, communication skills and interpersonal skills.

### **Professional Experience:**

- Working as Business Technology Analyst at Deloitte Consulting India Private Limited.

### **Educational Qualification:**

- B. Tech (CSE) from Malla Reddy College of Engineering 2017.

### **Technical Skills:**

- **Cloud Application** : Oracle Responsys, DMP, Salesforce.com
- **Operating Systems** : Windows family
- **Databases** : SQL Server 2000/ 2005, Oracle 11g, MS Access
- **Packages and Tools** : Microsoft Office
- **Programming Languages:** Java

**Role: Salesforce Marketing Cloud Consultant**

**Clients: Lillypulitzer, Abbott, Complychimp**

**Environment:** Salesforce Marketing Cloud (Exacttarget) & Salesforce CRM

**Description:**

The project was on the Implementation of SFMC. Account provisioning. Understand Clients business and their data. Bring relevant data into the SFMC system and to target the audience through Email/SMS channel. Create cross channel campaigns and orchestrate multi-channel programs as per Client requirements. Improve overall Clients marketing deliverability

**Roles and Responsibilities: Project Lead**

- Conducted Client meetings and presentations
- Interacting with Client on day-to-day basis on On-boarding process
- Responsible for technical project milestones
- Communicating with Clients on dates and updating the status
- Involved in setting up SFMC account for the Client
- Loading Data using Source files through Manual loads and Imports methods into SFMC
- Involved in Data Discovery – Understand Clients business and design data model
- Involved in Data model designing- Bring relevant data into SFMC through which we can target audience
- Involved in designing Warm-up and Ramp-up plan – To improve reputation of the sub-domain through which Emails are sent
- Creating and launching Email campaigns and SMS Campaigns
- Creating and running Email and SMS orchestrations
- Involved in testing Email and SMS campaigns
- Analysing daily reports to keep track of the sub-domain reputation
- Integrating forms with Clients landing page
- Proficient in Amp scripting and content builder
- SQL Skills
- HTML Designs
- Experience with gathering requirements and writing user stories
- Ability to work independently and as part of a project team
- Good oral and written communication skills

**Role: Oracle Bluekai Implementation Specialist**

**Environment:** DMP

**Clients: Alice Blue Online, The Quint, Ketto, Hindustan Times, 42andmore, Asiannet**

**Description:**

The project was to bring relevant data into DMP and to target an audience. Create campaigns and orchestrate programs. Improve overall marketing deliverability.

**Responsibilities:**

- Loading Data using Source files through Manual loads into DMP
- Setup Draft Taxonomy
- To generate Container Tags
- Monitoring data ingestion into DMP.
- Review first party & third-party data.

- Identify Vendors for data ingestion.
- Create audiences.
- Delivery audiences.
- Report generation
- Offline Integration.
- Server Data Transfer

**Role: Digital Marketing Consultant**

**Clients: Elabelz, Wavo, OSN, IGP, Faasos, Kerala govt, Brands for Less, World Vision India, Golden Scent, OSN, Astro Vision**

**Environment:** Oracle Responsys

**Description:**

The project was on the Implementation of Oracle Responsys. Account provisioning. Understand Clients business and their data. Bring relevant data into Responsys system and to target the audience through Responsys. Create cross channel campaigns and orchestrate multi-channel programs as per Client requirements. Improve overall Clients marketing deliverability

**Roles and Responsibilities: Project Lead**

- Conducted Client meetings and presentations
- Interacting with Client on day-to-day basis on On-boarding process
- Responsible for technical project milestones
- Communicating with Clients on dates and updating the status
- Involved in setting up Responsys account for the Client
- Implemented Cross Channel Programs
- Loading Data using Source files through Manual loads and Connect jobs into Responsys
- Conducted Data Discovery – Understand Clients business and design data model
- Designing Data model - Bring relevant data into Responsys through which we can target audience
- Involved in designing Warm-up and Ramp-up plan – To improve reputation of the sub-domain through which Emails are sent
- Creating and launching Email campaigns and SMS Campaigns
- Involved in testing Email and SMS campaigns
- Analysing daily reports to keep track of the sub-domain reputation
- Integrating Responsys forms with Clients landing page

**Certifications:**

- Salesforce Email Specialist.
- Salesforce Marketing Cloud Consultant.
- Salesforce Marketing Cloud Administrator.
- Salesforce Marketing Cloud Developer.
- Hardware & Networking.

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**Personal Information:**

Languages Known: English, Telugu & Hindi.  
Current location: Hyderabad