

# Vikram .k [Salesforce certified]

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# Career Objective:

Salesforce Marketing cloud developer seeking to handle increase responsibility and challenging assignments to harness my technical and analytical skills on, to be part of an environment that promotes team and provide opportunity for value based growth as well as career advancement while making as significant contribution to the organization

# Professional Experience:

* Overall 6years of IT experience as software engineer.
* Develop email templates, which will include coding of emails using HTML, CSS and AMPscript
* 4years plus of experience into Salesforce Marketing Cloud.
* 2 years of experience in Salesforce admin
* Have knowledge and worked on Web Applicationslike HTML, CSS, SQL.
* Configured FTP accounts and used it for import and File transfer and upload.
* Experience in all phases of marketing cloud which includes working on journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud /Exact Target Platform.
* Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
* Developed AMP script code to implement business requirements by creating Dynamic content.
* Creation of Users, Roles, Profiles and applying securities at all levels.
* Designing of an Application and creating Objects with respective to the Application.
* Excellent analytical and debugging skills, team facilitator, self-motivated and possess good communication skills, good work ethics and interpersonal skills.
* Ability to grasp and learn things quickly, interest in learning and working with new technologies.
* **TECHNICAL SKILLS**

Audience Builder, Email Studio, Journey Builder, , Automation Studio, Content Builder, Analytics Studio, Einstein Analytics Cloud Pages, Contact Builder**,** Query Studio, Package manager.

**Marketing Cloud:**

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| --- | --- |
| **APPLICATION SOFTWARE** | MS Office |
| **PROGRAMMING LANGUAGES** | Amp Script, HTML5, CSS3 |
| **OPERATING SYSTEMS** | Windows Server 2008/ 2003 / 2000, Windows XP/7/NT |
| **Databases:** | Force.com DB, SQL , My Sql, MS Sql Server |



# Employment History:

* **Organization :**Cergis Software Solutions Pvt Ltd
* **Designation :** Salesforce Marketing Cloud Developer
* **Period :**2016-June Till Date

# Work Experience :

* **Project 3**
* **Project Name : HUMANA[ NOV 2020 To Till Date]**
* **Client : Humana**
* **Role : Marketing Cloud Developer**

# Roles and Responsibilities:

* Have been working on Email Studio, Content Builder, Contact Builder, Automation Studio, Journey Builder in marketing cloud
* Takes ownership of client issues through to resolution including trouble shooting internal and external communication and providing meaningful feedback to the clients on regular basis.
* Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
* Used automation studio for performing activities imports, exports and SQL query activities.
* Writing SQL queries to build targeted audiences & Extract Data.
* Designed and configure journeys using activities within the journey builder and launched in the production after thorough testing.



# Work Experience :

* + **Project 2**
  + **Project Name : Zenni Opticals[ NOV 2018 To Nov 2020]**
  + **Client : ZENNI**
  + **Role : Marketing Cloud Developer**

# Roles and Responsibilities:

* Build, test and deploy marketing and email campaigns including personalization and dynamic content across different Marketing Cloud Studios
* Create different Data extensions and associate them to different campaigns
* Design and configure journeys using activities within the Journey Builder to deliver multi-touchpoint campaigns post thorough testing.
* Develop end-to-end solutions for complex campaigns (with potential optimization testing) to deliver personalized customer communications (social & email)
* Use automation studio for performing actions such as imports, extracts and SQL query activities.
* Develop and deploy A/B testing strategies to roll out the control version to be used in the final email campaign.
* Respond to common business requirements and perform administrative functions within Marketing Cloud
* Maintain best practices for Marketing Automation Platforms, including troubleshooting, naming conventions, list management, etc.
* Provide troubleshooting / first line of support for stakeholders working on deliverables and encountering errors or technical issues with
* SFMC or Sales/Service Cloud platforms
* Should have good hands-on experience on building Cloud Pages using AMP Script and SSJS
* Perform Code Review and Code Optimization on AMP script.
* Understand the stakeholder needs, prioritize, and manage the day-to-day tasks accordingly.
* Conduct training programs to develop subject matter expertise in the team
  + **Project :Reed Exhibitions**
  + **Role :Salesforce Admin**
  + **Period :2016 June to 2018 August**
    - Supporting the Sales team, qualifying Sales leads on Salesforce
    - Adding and deactivating users on Salesforce; running the sales report to help forecast
    - Keeping Track of Sales targets, point of contact of any sales queries and managed customer data.
    - Create New User Profiles and Monitor Access Levels.
    - Designing Workflows and Approval on respective objects.
    - Provided Permission sets, added Users in various Public groups and queue.
    - Updated some profile level changes if project required.
    - Managed Salesforce requests / issues for users.
    - Daily Report generation and sent to business.
    - Daily health Check report sent to business.
    - Import New Leads and Contacts
    - Run Quarterly Database Maintenance Reports
    - Create and Maintain Archive for Field History Tables
    - Address User Issues as They Arise



# Academic Profile

* + **Qualification :EEE(Electrical And Electronics Engineering)**
  + **Institute : SRIRAM ENG COLLEGE ( Anna university - Chennai )**
  + **CGPA : 60%** .

# Declaration

I hereby declare that all the information furnished in this document is true to the best of my knowledge.

PLACE : (Vikram K)

DATE :