SHANKAR JAYARAJ

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# Summary

Experience:

* 10 Years of experience in IT Industry. 2.7 years of experience as SFMC in digital marketing, 5+ years of experience as hybrid mobile application developer and 7+ years of experience as a web developer.

**Skills:**

* Salesforce Certified Email specialist trained in campaign deployment using Salesforce marketing cloud email studio, web studio, mobile studio, journey builder, Social studio and automation studio.
* Experienced in advanced dynamic content personalize and segmentation in SFMC using SQL Query, amp script, SSJS.
* Experienced UI developer trained in HTML, CSS, JavaScript, J query, Angular, and Bootstrap.
* Vast experience in back end languages of PHP and Node Js.
* Experience in various domains including Digital Marketing, Banking, ERP and E Commerce.

**Career Highlights:**

* Implemented and maintained various Business units of Salesforce Marketing Cloud.
* Developed automatic list drop check for daily deployments to reduce work load of manual check in SFMC.
* Developed and published mobile application with the team member of 2.
* Built Mobile Device Management and get approved from Google with less time span of 2 months.

# Experience

## Senior Consultant/Senior Cloud Developer

### Verticurl (a WPP Company)- May 2020 to Till date

Responsibilities:

* + Managed a Team of 8 associates to deliver end to end business requirements in Salesforce Marketing Cloud (SFMC).
  + Gather the requirement from client and convert those into deliverables using SFMC (Salesforce marketing cloud).
  + Supporting day to day operations in SFMC and cross channel digital marketing solutions using Email studio, Web Studio, Journey Builder, Automation Studio, social studioMobile Studio.
  + Conduct quality assurance reviews and other activities to ensure accuracy in deployments.
  + Managing the subscriber data, import and segmentation.
  + Interacting with the stack holders on day to day to design, develop, unit test the campaigns.
  + Design and coding the responsive email template using the HTML, CSS.
  + Build and manage the technical documentation to help the Team and client.

Impact:

* + Developed and Implemented Automatic list verification code in SFMC to reduce the errors in manual verification.
  + Modified the campaign deployment process to reduce the error in deployment.

Awards:

* + Awarded the extra mile during the month of August 2021 for best contribution to client.

 **Application Developer** Goodway Techsol Pvt Ltd May 2015 - Apr 2020 (5 years)

* + Involves in requirement gathering for the project in all modules.
  + Prepare use cases, functional flow and pseudo code for each module.
  + Designing tables in MYSQL as per the requirement.
  + Prepare mock UI’s, finalize UI’s and functions.
  + Design and Develop UI's for sales, collection, attendance, tracking, timesheet, cash management, inventory maintenance, support and lead management.
  + Download all data to local sqlite and later sync into remote server.
  + Offline availability of data for remote area usage.
  + Develop API's using PHP and scripts to connect with MySQL.
  + Develop scripts and functions for sales, collection, tracking, timesheet, cash management and inventory using JavaScript and Angular.
  + Execute the application in testing environment and production environment.
  + Reporting daily status on the development to the project manager.
  + Prepare API document and functional understanding document for each module.
  + Publish the app in play store (as internal test track) for the internal testing team.
  + Publish the release version app in play store and IOS store.
  + Regular maintenance of the app in play store and IOS store.

## Web Developer

### Greatway Technologies

Jun 2013 - Apr 2015 (1 year 11 months)

* + Develop login authentication API using PHP with JWT(JSON web token).
  + Develop UI's for Settings, reports, customer and multi-admin modules.
  + Develop scripts for reports, settings, customer and multi admin modules.
  + Develop API's for MySQL database using PHP.
  + Providing daily status on the development.
  + Upload the build to amazon web server for testing.
  + Prepare API document and functional understanding document for each module.
  + Deploy the production build to amazon web server.

## Web Developer

### Brielle Technlogies

Sep 2011 - May 2013 (1 year 9 months)

* + Develop UI's for login, device listing, policy adding, updating and device updating.
  + Developing functions for the login, device listing, policy adding, updating and device updating.
  + Integrate the google API with the created functions.
  + Interact with the google team for the issues regarding the google API integration.
  + Demonstrate the project to google team and get the approval on regarding the checklists for the every module.
  + Get the final approval from google by demonstrating the project and get the android enterprise certificate to publish the site to production.
  + Providing weekly status on the development and maintenance.

# Education

## Gnanamani College of Technology

### B.E, CSE

2007 - 2011

Passed out the degree with CGPA of 82%

## Kathiravan Matriculation Higher Secondary School

### HSC

2005 - 2007

Passed with Percentage of 70%

## Kahiravan Matriculation Higher Secondary School

### SSLC

1994 - 2005

Passed with Percentage of 74%

# Licenses & Certifications

 Salesforce Certified Marketing Cloud Email Specialist- Salesforce

22578133

* Salesforce Certified Marketing Cloud Administrator

# Skills

Digital Marketing • Salesforce Marketing Cloud • Email Marketing • HTML • Cascading Style Sheets (CSS) • AMPscript • Server Side JavaScript • JavaScript • SQL • Product Development

# Honors & Awards

 **Employee of the month (Extra Mile Award)** - Verticurl (a WPP Company)

Aug 2021

The certificate is issued in the honor of contributing to DirecTV client with error free deliverables. The rapport built with stakeholders has helped to be effective end to end management.