RESUME

**Rashmi Gundukanhally Jayaram**

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**Objective:**

To contribute to the organizational growth by seeking a challenging position, involving develop intuitive email newsletters while continuing to learn and expand my knowledge of Digital marketing and testing tools. Expertise in data extension, Journeys, Creating Emails from the assets brought into Content builder through integration

**Summary:**

* Total 2.10 years Exp.
* 1 year exp as a Build & Release Engineer (Devops).
* 1 Year & 10 months of work experience in Sales force Marketing cloud. (Current Exp)
* Developing HTML emails and Template Emails working with Sales force marketing cloud (Exact target Application)
* Experience in creating campaigns and messages content for templates, delivering campaigns schedule.
* Proficient in **Email studio, Campaign management**, Admin setup .Working knowledge over build and configuration of **Business Units, Landing Pages, Data Extensions, Smart Capture, Contact Builder. Hands-on in Content builder**
* Expertise over **Journey builder and Automation studio**.
* **Email Studio**: Email creation, testing and deployment.
* **A/B Testing** – conducting A/B testing to test different components of email
* Email testing – Using Litmus, Return-Path and Email-On-Acid (EOA) tools
* Work with the email marketing team to understand key campaign parameters and inputs, such as subscriber audience, program frequency, degree of personalization and overall creative approach
* Ensure cross-email client experience through rendering tests on major email platforms (Hotmail, Yahoo!, Gmail, AOL, Outlook) on multiple browsers and operating systems for both desktop and mobile devices
* Good People and Team management skills with ability to keep the team motivated and focused. Affable person with Good Communication and Interpersonal skills.
* Query activity – To extract records from Sync Data Extensions
* Worked in 24/7 Team for supporting clients and monitoring all campaigns status.
* Data work – File upload, segmentation, Data filters.

**Professional experience: Infotech global India Pvt Ltd, Bengaluru from June 2018- 28th Apr’21.**

**Client & Project : HealthEC**

**Period : June-2018 to 28th Apr’21**

**Designation : SFMC Developer**

**Main areas : Email Studio, Web studio, Automation Studio and Journey Builder.**

**Responsibilities:**

* Creating Lists, Data Extension, User Initiated Emails, Setting up Campaigns, A/B Testing, Automations, Deployment Details using SFMC tool
* **Handling the client calls and constant Interaction with the onshore team regarding the management of client accounts.**
* Created list, Data extension and segmented audience using filters and SQL queries Suppressed audience using Auto suppression list.
* Created landing pages and worked on Amp script for capturing the customer information on the signup pages under guidance of senior consultant.
* Created templates and emails under content builder and maintained portfolio. Created dynamic content for the emails.
* Created Dynamic Content Emails using new content builder.
* Create and maintain email reporting dashboards. Conduct A/B testing and provide test results to the marketing team to drive segmentation, delivery and content decisions.
* Preparing the report of individuals based on their bugs identified.
* Worked on tracking to track the email clicks
* Automated the import, extract Query activity using Automation studio. Used dynamic content for subject lines.
* Played the Role of lead developer and helped clients on understanding the entire Functionality of Marketing cloud.
* Performed the entire setup on Social studio from creating users till generating reports for all social media forums.
* Developing. And maintaining large volumes of deadline-driven email campaign and assets management of email channel calendar and direct mail.
* Creating **Lists, Data Extension, User Initiated Emails, Setting up Campaigns, A/B Testing, Automations, Deployment Details using SFMC tool.**
* Created custom **Landing pages and Approval pages.**
* Effectively communicate between technical, operational and strategy group, Created many Data extensions to accommodate customer scenarios, configured and designed journey’s using journey builder.
* Created different folders to store the reports of different groups and categories displayed the quarterly and yearly results on the dashboards of the users. Experience in working with cast iron salesforce.com configuration.
* Automated the import, extract Query activity using Automation studio. Used dynamic content for subject lines.
* Building Automations to make sure the quality control team is giving the commissions in the right way.
* Create and maintain email reporting dashboards. Conduct A/B resting and provide test results to the marketing team to drive segmentation, delivery and content decisions.
* Handling multiple numbers of projects at a time and delivering client requirements on time.
* Created many business units and maintained under the same sandbox.

**Software Skills:**

**Programming Language** : HTML, Sales force Marketing Cloud, SQL

**Academic Qualification:**

* Bachelor of Engineering (BE) Degree domain under Visvesvaraya Technological University, Belgaum 2017.
* Intermediate in Science from Government PU College, Channarayapatna under Karnataka PU Board.
* SSLC in Sri Bhaktanathaswamy High School, BG Nagar, under Karnataka board of Secondary Education

**Personal details:**

Permanent address : # 248, 2nd stage, 2nd phase, Mahalaxmipuram, Karnataka-560086

Marital Status : Married

language Proficiency : English, Kannada, Hindi.

Contact details : +91 9900774969

The above information is true to the best of my knowledge and I bear responsibility for the correctness of the above-mentioned particulars. Rashmi GJ

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