

Praveen kumar R

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CAREER OBJECTIVE

To work in a globally competitive environment on challenging assignments that shall yield the twin benefits of the job satisfaction and a steady-paced growth.

PROFESSIONAL SUMMARY

- Working as **SSE** at **Glowtouch technology**, Mangalore from May 2021 to till date.
- Worked as **Deployment specialist** at **Cheetah Digital**, Bangalore from April 2016 to Dec 2020.
- Worked as **Email marketing executive** at **Souq.com**, Bangalore from Aug 2015 to April 2016.
- Worked as **Web developer** at **Exonics IT solutions**, Davangere from June 2014 to July 2015.

PROFESSIONAL EXPERIENCE

Senior software engineer (May 2021 till date),

Glowtouch technology, Mangalore

Roles and Responsibilities:

- End to end email marketing activities for different clients across the APAC region.
- Set up audience by segmentation for Adhoc Campaigns and Trigger Campaigns as per instructions.
- Schedule and Deploy emails as per instructions included in the job-ticket
- Perform QA / Gate reviews, link checks, and track approvals of proofs and final counts through the approval process, making any corrections / change requests as needed.
- Understanding the Business Needs and Optimizing the Process.
- Set up the Email Automation, managing the Audience Segment for the automation.

Tools: SFMC, Dreamweaver, Adobe photoshop, litmus, MoveableInk.

Deployment specialist (April 2016 to Dec 2020)

Cheetah Digital, Bangalore

Roles and Responsibilities:

- Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
- Create Data Extensions, List and filters based on client requirement.
- Create and implement marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio.
- Lead the tactical execution of email campaigns, including developing HTML email templates, executing QA test plans, managing deployment, and analyzing the delivery/inbox placement of marketing emails and automation programs

- Managing subscriber data, import and segmentation using Exact Target/Salesforce Marketing Cloud.
- Responsible for technical coordination including email QA in html, writing SQL query and AmpScript logic and leveraging assets to build and deploy email campaigns
- Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns in Exact Target/Salesforce Marketing Cloud.
- Conduct quality assurance reviews and other activities to ensure the accuracy and timeliness of email deployments
- Validating the emails using Litmus tests.
- Schedule and Deploy emails as per instructions included in the job-ticket.

Tools: Exact Target/Salesforce Marketing Cloud, CheetahMail, Marketing suit, Dreamweaver, Adobe photoshop and Litmus.

Email Marketing Executive (Aug 2015 to April 2016),

Souq.com, Bangalore

Description: As a part of marketing team, worked for the in-house website Souq.com. I will be responsible for creating the strategy across different Marketing Channels, developing the content, implementing the email campaigns and push notifications.

Roles and Responsibilities:

- Getting the ongoing Promotion Activity details, strategizing the campaigns across Email and App Notifications.
- Creating the Target list in the CRM platform, based on the Content and the Brands.
- Making sure to land the email into Inbox, performing Warm up process.
- Involved in warming up the new IPs.
- Worked on deliverability techniques on campaign so that mailers land on subscriber's inbox.
- Getting approval from Brand for the developed content.
- Implementing, monitoring and optimizing the Automation Campaigns like Abandon Cart.
- Monitoring the Spam Complaints, Unsubscribes and optimizing the Campaigns.
- Created and executed multiple kind of campaigns which includes app downloading, refer and earn, wallet balance etc.

Tools : Silverpop / IBM Campaign automation (Watson), in-house CRM.

Web Developer (June 2014 to July 2015),

Exonics IT solutions, Davangere.

Roles and Responsibility:

- Involved in requirement gathering requirements and analysis.
- Designed and implemented the whole web site using HTML, Php, CSS and MySQL.
- Involved in Design UI Screen, created several mockup Using HTML, CSS and JavaScript.
- Participated in analyzing the requirements and depicted them through use cases and scenarios.
- Participated in unit testing, integration testing and installation of the system.

- Involved in Web design and development for the UI interface design, graphic design for printed materials and presentations, illustration, logo design. Used HTML, CSS, and JavaScript.

EDUCATION DETAILS

- B.Tech from STJIT, Karnataka with interest in Computer Science.
- Pre-University from Govt boys college, Karnataka with interest in Science.

PERSONAL DETAILS

- Current Address: #96, 12th cross, Old Krishnappa lane, Kodihalli, Bangalore-560008
- Father's Name: Rudrappa
- Language Known: English, Kannada and Hindi.
- Marital Status: Single.

I hereby declare that the above-mentioned information is correct to the best of my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Place:

Date: