RESUME

# Prerna Jha

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**Professional Summary**

* Total experience of approx 4 years and 6 months.
* Relevant experience of around 1.4 years in Salesforce Marketing Cloud.
* Good knowledge of **Angular2, Core JAVA,JavaScript.**
* Basic Knowledge of **PhP, HTML, CSS, Ionic Framework**.
* Worked and managed various phases of software development which includes analysis, design, coding, debugging, unit testing and maintenance.

**Work Experience**

## Hexaware Technologies Pvt Ltd:

## Project – SFMC Content Management

## Software engineer:

## From- Feb 2018 to Till Date

## Job Description:

* I am quick query resolution provider for client. I am well versed in content creation and providing the correct reason for the process slow down or malfunctioning.
* I am well acquainted with case creation, case resolution and Automation deployment on client’s CRM which in my case is Salesforce and its related customers.
* Knowledge provider to the Salesforce engineers in order to maintain the smooth function of the process for the customer’s account by set of feedbacks.
* End to end deployment and monitoring the Triggered sends on the client’s profile, is also part of my work expertise.

# To create and manage email campaign including email coding and configuration, evaluating existing creative, targeting, data monitoring, scheduling and deployment

* **Manage email marketing campaigns starting from Planning to execution and reporting**
* **Using AmpScript for personalization of email, calling content areas and making newsletter dynamic**
* Prepared and executed daily campaigns using Salesforce marketing Cloud (SFMC) for clients
* Executed and delivered timely email marketing campaigns including Batch campaigns
* Create User Initiated Emails, and configuring those for execution
* Researches and incorporates email best practices, competitor email trends, and new technologies.
* Performs spam and deliverability testing and analyzes campaign results and makes recommendations based on campaign performance insights
* Collaborates with the Campaign Manager to develop performance strategies for upcoming email campaigns
* Develops and maintain favorable relationships with clients, ensuring that client’s needs and goals are consistently met.

## Project – PSS

## Software Engineer

## From- 02/2018 to 02/2019

## Technologies: Angular2, HTML, CSS

## Job Description:

## Gathered the requirements

##  Analyzed the requirements.

##  Code development.

##  Peer review.

##  Helped in testing.

## Survedoo Online pvt ltd.

## Software engineer:

## From- 5 Dec 2016 to Feb 2018

**Technologies: Angular2, HTML, CSS, JavaScript, Core JAVA, Ionic Framework**.

**Tools: Eclipse, WebStorm, Visual Studio Code**

## Job Description:

* Working in a scrum team, having 5 members and a scrum master.
* Follow safe agile methodology with 2 week sprint.
* Get requirements, analyze them, set estimates and then start development.
* Help testers to test the code.

## Highlights:

* PG-DAC from **CDAC** with **68%** as aggregate
* Learn various technologies like java, dotnet, linux, database(sql queries, triggers,etc)
* Have good communication skills.
* Team player.

**Achievements**

I have received certificate of appreciation for outstanding contribution in project in Hexaware technologies pvt ltd.

Academics

* PG-DAC from **CDAC** with **68%** as aggregate
* **B.Tech (Computer Science Engineering) with CGPA 7.24** from **BPUT(Biju Patnaik University of Technology), Orissa**
* 12th (**65.4%**), The Pentacostal Assembly School, B.S.City, Jharkhand, India
* 10th (**83.2 %**) B.I.V 3/A, B.S.City, Jharkhand, India

**PERSONAL DETAILS**

* Marital status - Married.
* Date of birth:

12-Nov-1991

* Gender - Female.
* Nationality - Indian.