**PROFESSIONAL SUMMARY:**

* Overall 5 years of experience in IT industry. 2 years of experience in **Sales force marketing cloud** with extensive knowledge of building responsive email templates using **HTML,CSS & AMP Script**.
* Good Knowledge of Journey Builder, Content Builder, Email Studio, Advertising and Automation Studio.
* Responsible, Creative, Result-oriented professional and Ability to work on multiple projects.
* Good interpersonal and communication skills.

**TECHNICAL SKILLS:**

**Web Technologies** : PHP, HTML, CSS

**Databases** : SQL

**Operating Systems :** Windows 98/2000/XP

**Languages :** HTML

**Scripting Languages :** JavaScript, AMP Script

**Code Repository Tools** : GIT

**BugReporting Tools** : Jira

**EDUCATION:**

* **Bachelor of Technology in Electrical & Electronics Engineering (EEE)** from **Jawaharlal Nehru Technological University (JNTU).**

**PROFESSIONAL EXPERIENCE:**

* Working as a **Software engineer** in **Shellinfosg Global Digital technologies** since September 2018 to June 2020.
* Worked as a **Software engineer**in **ETG Global Services Pvt. Ltd.,**from May, 2015 to September 2018.

**PROJECTS:**

**Project #5 Hyderabad Metro Project (From Sep 2018 to June2020)**

**Client** : **L&T**

**Company& Payroll : Shellinfosg**

**Role : Salesforce Marketing Cloud**

Team Size : 5

**Description:**

TSavaari is a free online, local travel management App by L&T Metro Rail (Hyderabad) Ltd. It is a travel itinerary organizer App that will assist you to commute to any location in Hyderabad using a host of transport options. Available modes of transport will be appended depending on infrastructure availability.

**Responsibilities:**

* Developed different **Email templates** for implementation of dynamic email marketing program using AMP Script, HTML and CSS.
* Created Email Templates in **Content Builder** and was responsible for email tracking.
* Created **Journey Builders** to filter out viewers based on regions, type of subscriptions etc.
* Managing subscriber data, import and segmentation using a combination of Sales force tools and database queries.
* Worked on tracking to track the email clicks.
* Support the Email Marketing Manager in the development of new business requirements.
* Worked on **Automation studios** and also created related Activities.
* Used AMP script to use data from Data Extensions.
* Create Triggered sends for continuous flow.
* Gathered user requirements and involved in application design discussions.
* Generating the data extract reports.
* Enabling dynamic content management and personalization using AMPScript
* Coordination of day-to-day email operations, building and segmenting audiences.

**Project #4** IT Electronics & Communications Department of Telangana

**Client :** IT & Communications Department of Telangana

**Role :** Team Member

**Environment :** Manual Testing.

**Description:**

IT, Electronics & communications Department, Government of Telangana aims to provide updates of Telangana government. It provides minister's profile, press releases and news on government. Also, provides contact information of the members in IT, Electronics & Communications Department.

**Responsibilities:**

* Involved in project requirements and Scheduling.
* Involved in creating and designing the database.
* Analysis, Coding and Database Design.
* Developing test scenarios, Test cases based on requirement.
* Perform functional and regression testing
* Regression testing on each browser at iteration level.
* Logging defects using internal tool bug tracker and tracking till closure.

**Project #3 Hyderabad Metro Project (From July 2017 to April 2018)**

**Client** : **L&T**

**Company& Payroll : ETG**

**Role**                 : **Software engineer**

Team Size : 6

**Environment : Manual Testing and Salesforce Marketing cloud**.

**Description:**

Hyderabad Metro Project Automatic Fare Collection package comprises Design, Installation, Testing, Commissioning, and Operation & Maintenance of Automatic Fare Collection System for Hyderabad Metro Rail Ltd.

**Responsibilities:**

* Develop different Email templates for implementation of dynamic email marketing program using AMP Script, HTML and CSS
* Managing subscriber data, import and segmentation using a combination of Sales force tools and database queries.
* Worked on tracking to track the email clicks.
* Support the Email Marketing Manager in the development of new business requirements.
* Worked on Automation studios and also created related Activities.
* Used AMP script to use data from Data Extensions.
* Involved in Factory Acceptance Testing (FAT) of AG, TVM, and AVM.
* Involved in Testing of all AFC Station Level Equipment’s (SLE) TOM, EFO, AG, AVM, TVM, TR and SC.
* Involved in Partial Acceptance Test (PAT)/ System Acceptance Test (SAT) document preparation and testing with client as per Schedule.
* Testing AFC System Functionality with respect to Software and Hardware
* Documentation includes (Monthly Progress Report of AFC, Inspection Reports, Testing and Maintenance report.
* Involved in Manual and Marketing Cloud.
* Developing test scenarios, Test cases based on requirement.
* Developed Test cases based on Business Requirements and technical documents for QR Code which is newly involved in Hyderabad Metro Stations.
* Involved in System Testing and Regression Testing of the AFC application.
* Involved in UI and function testing of the application.
* Execute the Test cases and review the results to get the Business approval for UAT.
* InvolvedinGUI, Functional, Regressiontesting and Systemtesting.

**Project #2** TMS (The Musicsite)

**Client :** themusicsite

**Role :** Team Member

**Environment :** PHP, HTML, MySQL, JavaScript and Manual Testing

**Description:**

The Music Site aims to provide the very best experience for music lovers to hear great new tracks from the new talent. Browse for the music you want to hear by genre, by artist so you can find what (or who) is hot near you! Listen to as much as you want. The Music Site profiles ‘my music store’. Create your own profile on our exclusive music relevant social network, phrased by many as ‘Facebook for the musically inclined’. Upload pic’s and videos, lyrics, interact with friends, artists and other fans, choose to join fan groups and be recognized by your favorite artists.

**Responsibilities:**

* Involved in project requirements and Scheduling.
* Analysis, Coding and Database Design.
* Involved in creating and designing the database.
* Development work.
* Developing test scenarios, Test cases based on requirement.
* Perform functional and regression testing
* Regression testing on each browser at iteration level.
* Logging defects using internal tool bug tracker and tracking till closure.

**Project #1** Eventsnow

**Client :** Etisbew Global Services

**Role :** Team Member

**Environment :** PHP, MySQL, JavaScript, Manual Testing.

**Description:**

Eventsnow.com is a leading online events listing and ticketing portal.Eventsnow.com is the one stop shop for all the happenings and upcoming events in top metropolitan cities. We promote local events that throw light into the city's culture, traditions, hip and happenings. It is a doorway for all the information that one needs to know about an event in the city.

**Responsibilities:**

* Involved in creating and designing the database.
* Analysis, Coding and Database Design.
* Developing test scenarios, Test cases based on requirement.
* InvolvedinGUI, Functional, RegressiontestingandSystemtesting.
* Involved in weekly review meetings.
* Prepared and Executed Test cases as per System Requirement.
* Involved in Preparation and execution of test cases.
* Perform functional and regression testing

**Declaration:**

 I hereby declare that the information furnished above is true to the best of my knowledge.

Place:

Date: (Sravani.V)