



**Mahesh Nagineni**

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### Summary:

I am a passionate and technically-skilled marketing cloud analyst, committed to building trusted relationships with clients, vendors, colleagues and people who dream big. My mission is to empower modern marketers and organizations to achieve success, innovation, and business value through marketing automation and technology.

### Professional Experience:

- An enthusiastic, self-motivated IT professional with **2.8 years** of experience.
- Good working experience in **Salesforce Marketing Cloud (ExactTarget)** tool.
- Working knowledge in build and configuration of Business Units, Data Extract, file transfer, Import, Data Extensions, **Automation studio and Journey builder** in the account.
- Good working experience in **Ampscript** for personalizing the emails or landing pages.
- Writing AMPScript to validate and update the customer information from Data Base.
- Hands on experience in dealing with huge volume of data.
- Involved in the Data Analysis, Campaign Planning, Campaign Management, and Customer Life Cycle Management including Segmentation and Process Automation etc.,

### Certifications:

- **Certified as Salesforce Marketing Cloud Email Specialist.**
- **Certified as Salesforce Marketing Cloud Administrator.**

### Technical Skills:

Tools	ExactTarget (SFMC),
Languages	SQL, HTML, Ampscript

### Education:

**B.Tech** from **JNTU University**, Hyderabad, Telangana in 2017. **Intermediate** from **Sri Chaitanya Junior college**, Hyderabad, Telangana in 2013. **SSC** from **Keshava Reddy concept school**, Mamandur, AP in 2011.

## **Project Experience:**

### **Project #1:**

Client/Company	Capgemini
Industry	Staffing
Technology and Tools Used	SFMC, SQL and AMP Script

### **Role and Responsibilities:**

**Role : Digital Marketing Analyst, Salesforce Marketing cloud Developer.**

#### **Roles performed :**

- Testing the entire Journey in journey builder.
- Personalization of emails in content builder.
- Testing email proofs for quality of content, rendering issues on various devices, browsers.
- Performed the roles of Salesforce.com Administrator in the organisation.
- Has done many integrations and used marketing Cloud to connect to multiple salesforce Orgs.
- Worked on installing and integrating connectors with Marketing Cloud.
- Execute and monitor the campaigns on daily/weekly basis.
- Writing SQL Queries and generate reports.
- Creating weekly reports for emails in journey through Analytics builder.
- Writing SQL Queries and creating filters for Segmentations.
- Writing AMP Script to personalize customer information in emails.
- Created Email and SMS templates. Web forms, cloud Pages and Survey forms.
- Created Emails, and Tracking reports.
- Optimized metrics like opens, clicks and bounce rate

### **Personal Details:**

Father Name	N Subramanyam
Date of Birth	22-09-1995
Nationality	Indian
Gender	Male
Linguistic Proficiency	Telugu and English
Location	Bangalore

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

**Mahesh Nagineni**

**Place : Hyderabad**

