**VIJAYKUMAR DIGGAVI** 

**Associate Process Manager**

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**Summary**:

• IT professional with around 5.5 years of experience.

• Worked as ‘Associate Process Manager ‘in Eclerx Service Pvt Ltd.

• Worked as ‘PRODUCTION SPECIALIST ‘in Theorem India Pvt Ltd with 2.6years of experience in Responsive Email Newsletters and also played role of Campaign Manager and also played the role as ‘Quality Analyst’ for the organization.

• Have also played the role of Associate web developer for my Organization. Always aimed for collaborative work across multi-functions to manage Creative Approval, Policy Compliance and overall Campaign Performance and ensuring Clients requirements are met.

• Good Experience on AMP script, JavaScript, Basic (HTML, CSS) and Basic SSJS.

• Experience in creating and testing (Return Path, Litmus test) newsletters, contents, templates, and template based emails using SFMC.

• Segmentation using SQL queries to pull the data as per the client requirement.

• Basic knowledge on Eloqua, Marketo

and Salesforce administrator.

• Good Experience in account configuration, User account creation, assigning roles, build and deployment in SFMC application.

• HTML based responsive email creative per the client requirements

• Deployment setup as per the client requirements

• Knowledge on PSD to HTML conversion

• Building dynamic rules for email creative contents as per client requirements

• Tool work (Email setup, Test sends, Deployment)

• Conducting compatibility test – browser testing and domain testing

• Building test lives for all possible outputs

• Automating the process using different types of triggers

• Suggestions and advice to clients on the performance of the campaign.

• Create and Assign business user’s roles and permissions.

• Create Lists, Sender and Delivery profiles, Reply Mail Management.

• Automated activities like import, file transfer and query activity using Automation Studio.

• Worked on data relationship for Data Extension.

• Good understanding of contact builder for organizing and managing contact data, attributes groups creation, data model building.

• Experience in working on mobile connect configuring outbound, mobile opt-In messages etc.

• Perform A/B testing and provided test results to marketing team.

• Creating content libraries and manage dynamic content.

• Creation of landing pages using technologies like HTML, CSS, JQUERY, JavaScript and AMP script.

• Testing the API connection using Postman.

• Using SOAP UI for fetching the data from List.

• Create Amp script for Dynamic content and email personalization.

• Writing and debugging SQL statements, Optimize metrics like opens, clicks and bounce rates.

• Involve in Pre and Post production support.

• Creating Contact attributes and Journeys using Contact Builder & Journey Builder Dashboards.

• Involve creating knowledge article and training to new joining’s.

• Handling multiple number of projects at a time delivering requirement to client on time.

•Creating Contact attributes and Journeys using Contact Builder & Journey Builder Dashboards.

•Creating Journey Builder in Building Journeys & Automations in Automation Studio.

**Certification.**

1. Salesforce Certified Marketing Cloud Email Specialist (SP17).

2. Salesforce Certified Marketing Cloud Consultant (WI18).

**Technical Skills:**

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Language: C, C++, Core java.

Database: MySQL.

Scripting/Mark-up Languages: HTML, CSS, Amp Script.

Operating System: MS DOS, WINDOWS 98/XP/7, UNIX

Packages Known: MS-office, SQL server 2005

**Work Experience:**

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**Heavenzr Technology, Bangalore** (May 2014 – Aug 2015) **as Software Test Engineer**

**Theorem India Pvt Ltd, Mysore** (Aug 2015 – Mar 2018) **Production Specialist.**

**Eclerx Service Ltd, Mumbai** (Apr 2018 – Oct 2019) **Associate Process Manager**

**Freelance** (Dec 2019 - Till date)

**PROFFESIONAL SUMMARY:**

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**Professional Experience Details**

Roles: Analyzing the development requirement, Design, Querying, Coding, Testing, and SQL programming, Segmentation and Implementation. Writing HTML, AMP script.

Managing projects from the front and interacting with clients to understand the requirement. · **Platform**: Salesforce marketing Cloud (SFMC), MS SQL 2005/2008 and basic Salesforce.com. · **Database**: Salesforce, SQL Server 2005, SQL Server 2008.

**Experience on Applications**: Salesforce marketing Cloud (SFMC), SQL Server, EDIT Plus, MS Office, FileZilla (FTP), Return Path, Litmus.

**Project#**

**Project#** : GRAB

**Client** : Grab, Singapore.

**Tools** : Edit++, Google drive, ExactTarget, JIRA, Superpac and Tabla

**Methodologies :** HTML, AMP Script, Jinja Script and SQL Queries.

**Location :** Navi Mumbai and Singapore(30 days)

Grab is the one of the biggest transport applications in the World, It gives all types of online booking facility for transport with discounts, credits and points based on the Rider, Eater and drivers booking on daily bases.

Created dynamic emails, triggering via journey based on the customer input. Dynamicity achieved using AMP Script, SQL query, Automation setup and the journey builder setup.

**Project# :** Celgene

**Client :** Celgene, USA

**Tools :** Manual Testing, Exact Target

**Methodologies :** HTML, CSS, JQuery and AMP Script.

The aim of the project was to create multiple Business Units and account configurations like Auto Suppression, Reply mail management, File locations, setup data folder access and permissions, Data Import, File transfer, Query activities, Data extract, Automations and Journey Builders configurations.

Create Data Extensions and configuring send relationship and contact relationships.

Run Automations and Journey Builder on the client requirement

**Project# :** NESTLE Dynamic Preference Center

**Client :** NESTLE, USA

**Tools :** Manual Testing, Exact Target

**Methodologies :** HTML, CSS, JavaScript and AMP Script.

**Description:**

The main aim of the project was to retrieve contents areas based on MID dynamically. When subscriber clicks on unsubscribe link it has to unsubscribe from all subscribers, when subscriber clicks on re-subscribe it has to Active in all subscribers. We have implemented JavaScript functionality for validation purpose and implemented radio button functionality.

**Project# : Dr.OZ**

**Client :** Levementum

**Tools :** Manual Testing, Exact Target

**Methodologies :** HTML, CSS, JQuery, Ajax and AMP Script.

**Description:**

The main aim of the project was to add the data from webpage to two different Data Extensions and retrieve and prepopulate the data stored in the Data Extensions. When a customer signup he will receive a welcome email. Finally when subscriber clicks on unsubscribe he’s status should be unsubscribed and he need to be removed from the particular Business Unit.

**Project# : Barclays Entertainment**

**Client : Barclays**

**Tools :** SFMC

**Methodologies :** HTML, CSS, AMP Script.

**Description:**

The aim of the project is to populate dynamic fields in the newsletter from the Data Extensions and as there was different sections in the newsletter, based on the field details which the subscribers are interested it should show or hide the particular section in the newsletter. But the header and footer section should be common to all the subscribers. Also we needed to include personalization for the First Name, Subject Line and preheader.

**Qualification:**

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• Master of Computer Applications (MCA) from The Oxford college of engineering, Bengaluru, INDIA, under Visvesvaraya Technological University (VTU) passed in 2014 Scored 78%.

**Personal Profile:**

**Name:** Vijay Kumar Diggavi

**Date of Birth:** 10th October 1988

**Gender:** Male

**Marital Status:** married

I hereby declare that the above mentioned information is true to the best of my knowledge – **Vijay Kumar D**