**RESUME**

**THRILOK.A**

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**CAREEROBJECTIVE**

**To seek a challenging position and be a responsible individual in an organization. To always keep up with the upgrading technologies and to serve the organization with utmost commitment and dedication.**

**PROFESSIONALSUMMARY**

* **Over 3 years of professional experience in Software Development with strong technical skills including 2 year of experience in Manual Testing and 1 years of experience SFMC.**
* **Configured FTP accounts and used it for import and File transfer upload and tracking total number of email sends and opens.**
* **Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform**
* **Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform.**
* **Coordinated with IT development teams to build user stories, business requirements, and monitor data quality for data feed process and Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.**
* **Created Data Extensions, Data Filters and Filters. Created User Initiated emails.**
* **Developed AMP script code to implement business requirements by creating Dynamic content.**

**TECHNICALSKILLS**

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| **CRM TOOLS** | Salesforce.com |
| **SALESFORCE Marketing Cloud:** | Salesforce.com, Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder,Analytics Studio,Advertiing, Studio,Einstein Analaytics,MOBILE PUSH, Mobile Connect,Cloud Pages,Contact Builder**.** |
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**EDUCATION:**

* **B.Tech** (Bachelor of Technology) from   **ANNA University(Chennai)** with 60%.

**PROFESSIONAL EXPERIENCE**

* Working as a **SFMC Developer, Antus Techologies Pvt Ltd** from JAN 2018 to Till Date

**PROJECTSEXPOSURE**

**PROJECT 2:**

**Project Name** : SUBSTOCK LIST **[JAN 2019 to Till Date]**

**Client** **: HUL**

**Role : Salesforce Marketing Cloud Email Specialist**

**Role/Responsibilities:** SFMC Devoloper

* Development& Design and developed 10+ emails a month using Exact Target and Salesforce to meet our various clients and company requirements as per expectations**.**
* Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
* Automated the import, extract and query activity using Automation Studio.
* Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
* Experience on Mobile push and Mobile connect.
* Experience on ad hoc email campaigns and Recurring campaigns as well.
* Set up workflows for marketing in ExactTarget which will send out emails based on time intervals.
* Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings. Responsible for IP warming to establish IP sender credibility.
* Developed and executed marketing campaigns using Marketing Cloud's Email Studio.
* Trained vendors to use Content builder to build and maintain marketing content. Created folder structure to house marketing email templates and executed A/B testing on email templates to improve engagement.

**PROJECT 1:**

**Project Name : SUBSTOCKIST [JAN 2018 to DEC 2018]**

**Client : HUL**

**Role : Manual Testing**

**Role/Responsibilities:** TESTER

* Performed responsibilities of testing new applications and preparing test plans
* Assisted testing staff in developing testing strategies and implementation procedures
* Handled the tasks of testing new applications as well as performed analysis of desktop
* Responsible for conducting integration and regression testing under the guidelines of senior staff
* Performed responsibilities of modifying applications as well as developed modification procedures
* Assigned the tasks of documenting test results and performed defect tracking and system issues

**(THRILOK .A)**