

**RAGHURAM**

**Salesforce Marketing Cloud Consultant**

[raghuk.sfdc1@gmail.com](mailto:raghuk.sfdc1@gmail.com)

**(207)-385-3803**

**SUMMARY**

* Over all **7** **years of IT experience** with professional Experience around 4+ years of extensive experience as a Salesforce Marketing Cloud Developer.
* Expertise around a range of Marketing Cloud products including Journey Builder, Email studio, Social Studio and Automation Studio.
* Experience in realizing the business requirements to design on Salesforce platform by designing the required entities like contact builder, amp script, triggers, Email alerts and Business Logic.
* Hands on experience in implementing security and sharing rules at Object, Field and Record levels for different users in the organization.
* Worked on User Initiated, Data Extensions, Automation studio, Profile management and subscriber DE.
* Proficient in Data Migration from Traditional Applications to Salesforce Marketing Cloud.
* Configuring smart capture, triggered send, program and automation studio.
* Managed subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries.
* Handled minor and major development, enhancement with Steady state support.
* Expertise in analyzing and documenting the workflows and functionality of existing systems.
* Integrated SFDC with Exact target App using Rest API to trigger email alerts on real time data change and products of Exact Target such as Journey Builder, Contact Builder etc.
* Having good knowledge of all phases of SDLC with expertise in Requirement Gathering, Analysis, Designing, Development and Testing.
* Executed data-driven campaigns, email, mobile Push, SMS.
* Experience in SFMC Integration using Web Service and Salesforce.com.
* Excellent Knowledge of SQL fundamentals and other database technologies.
* Worked with A/B Testing in determine the winner and publishing emails based on the result.
* Developed Exact Target Dynamic Content for different customers.
* Built ExactTarget Dynamic subject line while creating an email.
* Worked with Data Extensions, Profile management and subscriber DE.
* Helped developing AMP script code to implement business requirements by creating Dynamic content coordinating with offshore team.
* Worked on Exact Target tool for email creation, Automation studio, and mobile push.
* Having in-depth knowledge on implementing solutions with Salesforce marketing cloud and extended Customization.
* Experience in Database Design, functions, DDL, DMLSQL queries. Experience in writing SQL and PL/SQL programming.
* Used Automation studio for performing actions such as imports, extracts and SQL query activities.
* Self-motivated capable of rapidly learning new technologies and processes and successfully applying them to projects and operations.
* Ability to adapt quickly to challenges and changing environment.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation Studio.
* Excellent communication and interpersonal skills. Ability to work effectively working as a team member as well as an individual.
* Passionate towards working in Data-warehouse and Analytics environment.
* Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaigns.
* Expertise in ETL and Data Modeling (Data Extraction, Generic Extraction, Data Loading), Scheduling, Monitoring, Reporting and Web publishing.
* Configured FTP accounts and used it for import and File transfer upload and tracking total number of emails sends and opens.

**TECHNICAL SKILLS**

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| --- | --- |
| Languages | C, C++ & Java |
| Salesforce Technologies | Salesforce CRM, Email Studio, Automation Studio, Roles and Profiles, Mobile Studio, Social Studio, Advertisement Studio |
| Web Technologies | HTML, CSS, AMP Script, JavaScript |
| Databases | MS-SQL server, MySQL |
| Operating Systems | Window 7/2000/XP/VISTA, UNIX, Linux Red Hat Ubuntu, & Mac OS |
| Build Tools | Eclipse, SQL Query Analyzer, Exact Target |
| Methodologies | Agile & Waterfall |

**CERTIFICATION**

* Salesforce Certified Administrator (201)
* Salesforce Marketing Cloud Email Specialist

**RELATED EXPERIENCE**



**Client: Citizens Bank, Providence, Rhode Island Jan 2020 - Present**

**Role: Salesforce Marketing cloud Consultant**

* Working with Marketing managers and converting their strategy into implementations using Marketing cloud & ExactTarget.
* Responsible for technical coordination including email QA in html, writing SQL query and Amp Script logic and leveraging assets to build and deploy email campaigns.
* Working on Uber internal tools like Bloc, Garnish, WOK, Tabla and Megaphone to deploy and Schedule Emails, Carbon Messages, Helix Cards, Broadcasting Messages.
* Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.
* Scheduling deployments in the Salesforce Marketing Cloud application and providing completion communications to the client.
* To Develop robust campaign documentation, including customer specific work instructions.
* Prepare customer assets for hand off to other team members.
* Used REST API for functionality of Journey builder, mobile push.
* Involved in setting up New Sandbox and worked closely with the Marketing Cloud Support.
* Worked on Cloud pages and involved in creating Preference Center’s.
* Worked on Migration Project for Existing Sandbox and the New Sandbox.
* Worked on Marketing Cloud Connector.
* Experience in creating Dynamic content emails from the static emails.
* Worked on Standard Data Extensions.
* Worked on migrating Classic content emails and created new emails using Content Builder.
* Worked on journeys and implemented marketing campaigns using Journey Builder. Automated the process using Automation Studio.



**Client: Main Street Launch, Oakland CA August 2018 – Dec 2019**

**Role: Salesforce Marketing Cloud Developer**

* Experience in creating Dynamic content emails from the static emails.
* Working in an Agile environment with a focus on iterative and test-driven design methods.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey Builder, Email Studio and Automation Studio.
* Worked on Standard Data Extensions and Extensive Data Extensions.
* Working with Marketing managers and converting their strategy into implementations using Marketing cloud.
* Worked on migrating Classic content emails and created new emails using Content Builder.
* Worked on journeys and implemented marketing campaigns using Journey Builder. Automated the process using Automation Studio.
* Expertise in creating emails in Exact Target using content builder and HTML.
* Worked on Marketing Cloud Connector.
* Responsible for technical coordination including email QA in html, writing SQL query and Amp Script logic, and leveraging assets to build and deploy email campaigns.
* Expertise in working with Marketing managers and converting their strategy into implementations using Marketing Cloud ExactTarget.
* Experience in managing subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries.
* Expertise in technical coordination including email QA in html, writing SQL query and AMP Script logic and leveraging assets to build and deploy email campaigns.



**Client: Ed Tech Soft Inc, Duluth GA** **Jan 2017 – July 2018 Role: Salesforce Marketing Cloud Email Specialist**

* To develop, QA, and deploy journeys using the marketing applications for marketing email, marketing web, and in-product communications.
* Develop and execute marketing programs that use Marketing Cloud apps such as Email Studio, Automation Studio, Mobile Connect and Journey Builder (Build, Test, Report and Monitor)
* Creating complex, personalized, dynamic, and multilingual messages.
* Collaborating with cross-functional teams - Marketing, Sales, Content, Analytics, Growth, Engineering, and International.
* Involved in migrating full instance from S1 to S7.
* Experience in handling different business units and involved monitoring Journeys, Automations and Triggered sends.
* Experience in creating Dynamic content emails from the static emails.
* Worked on Standard Data Extensions and Extensive Data Extensions.
* Experience in working on creating queries for different business units and used for reporting.
* Worked on migrating Classic content emails and created new emails using Content Builder.
* Worked on journeys and implemented marketing campaigns using Journey Builder. Automated the process using Automation Studio.
* Expertise in creating emails in Exact Target using content builder and HTML.
* Creating emails and complex business logic for highly complicated email flows.
* Expertise in working with Marketing managers and converting their strategy into implementations using Marketing Cloud ExactTarget.
* Experience in managing subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries.
* Expertise in technical coordination including email QA in html, writing SQL query and logic and leveraging assets to build and deploy email campaigns.
* Manage ET database, including uploading of raw data, filtering the list, pulling the data from salesforce.
* Expertise in designing Content blocks in Content builder, classic content, code responsive emails and templates for various promotional, product launch, lifecycle campaigns and mobile emails using HTML.
* Expertise in working in an Agile environment with a focus on iterative and test-driven design methods.
* Experience in leveraging Exact Target for sending dynamic emails.
* Expertise in SQL language for writing queries for data in Exact Target for Automation Studio.
* Worked on SOAP and REST API web service calls.



**Client: Experian, Remote Jan 2016 – Mar 2017**

**Role: Salesforce Administrator**

* Develop, document, maintain and enforce data processes and procedures designed to improve and maintain a high level of data quality and integrity
* Designed, setup, and maintained Salesforce standard objects, custom objects, and junction objects, while also structuring user roles, security profiles, and workflow rules.
* Developed reports, dashboards, and processes to continuously monitor data quality and integrity
* Tracked and performed daily routine necessary applications such as merging duplicates, task assignments, maintaining and upgrading security permissions, & more.
* Increased comprehensibility and potential of clients to utilize Salesforce to the fullest extent.
* Responsible for inquiries from all parts of the Sales and Product Marketing organization.
* Developed, launched, and managed in-depth dashboards and reports for all team functions on both management and individual levels.
* Analyzed current processes and made recommendations for automated notifications to Sales Reps when maintenance renewals are due and when outstanding invoices need attention, standardized sales reports.
* Research new applications and the benefits for each of the teams along with ease of use regarding Marketing, Mass Email, Reporting, and Sales



**Client: E-Aspire IT Americas, Noida India. May 2013 -- Dec 2014**

**Role: Salesforce consultant / Administrator March 2014 --Dec 2014**

**Responsibilities:**

* Mostly involved in Salesforce Administrator related concepts, deployments, marketing to sales cloud setup.
* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software requirements
* Developed Basic Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.

Migrated data from external sources and performed Insert, Delete, Upset & Export operations on millions of records. Designed and developed Service cloud and Integration.

* Force.com developer toolkit including Apex Classes, Apex Triggers & Visualforce Pages to develop custom Business Logic. Implemented Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Implemented Pick Lists, Dependent Pick Lists, Lookups, Master Detail Relationships, Validation and Formula Fields to the custom objects.

Created Page Layouts, Search Layouts to Organize Fields, Custom Links, Related Lists and other components on a Record Detail.

Customized User Roles, Role Hierarchies, Profiles and Sharing settings to ensure that the protected data is available only to the authorized users.

* Created Templates, Approval Processes, Approval Page Layouts,
* and defined Approval Actions on them to automate the processes. Created Workflow Rules and defined Related Tasks, Email Alerts and Field Updates.
* Worked with SOQL, SOSL queries with Governor Limitations to store and download the data from Salesforce.com platform database. Configured Chatter for the Users in the Organization for collaboration.
* Implemented Sales cloud and incorporated enhanced features as required to streamline Business Process.
* Implemented Data Loader through the Command Line Interface to extract the data from database.
* Extensively involved in Data Migration from three legacy systems to Salesforce.
* Supported the Data Migration activities for migrating the data from various business sources with the support.

**Environment:** Profiles, roles, permission sets, objects creation, mapping fields, workflows, validation rules.

**Trainee Web UI Developer May 2013 – March 2014**

**Responsibilities:**

* Creation of highly Usable, Accessible, Platform compatible web applications using (X) HTML, DHTML, CSS, JavaScript, JavaScript Libraries.
* Built and maintained a dynamic email program, targeting email subscribers while collaborating with clients such as American Airlines and Delta to ensure relevant and impactful messaging for all recipients.
* Translated wireframes into optimized program code using XHTML, CSS, JavaScript and DHTML.
* Worked extensively on numerous web technologies including HTML5, CSS 2.0, CSS 3.0, and JavaScript.
* Tested of websites for W3C validation and testing it in major browsers like Firefox, IE7, IE8 and Opera.
* Worked closely with system analyst to understand the technical requirements of the projects.
* Developed user interfaces using Tiles with HTML and JavaScript.
* Used Firebug, Firebug Lite, and IE Developer Toolbar for debugging and browser compatibility.
* Fixed bugs and provided support services for the application.
* Handling code optimization techniques to decrease much use of JavaScript in creating dynamic functionality, with the use of CSS classes.
* Provided JavaScript and CSS fixes for the UI for issue like orientation issues in web implementation.
* Worked on developing application in safari and chrome.
* Provided a brand solution for all application so that header and footer are the same across the application.

**Environment:** HTML4/5, DHTML, CSS2/3, JavaScript, Eclipse, Microsoft FrontPage, and Adobe Photoshop CS3.

**EDUCATION**

**Master’s in computer science** in 2016 from University of Central Missouri. Missouri, USA.

Bachelor’s in computer science engineering, JNTUK, India.

**Relevant Coursework**: Data Science, Enterprise Architecture, Global Technology Strategy, Mobile and Digital Strategy and Requirements Engineering Analysis Technology.