

Salesforce Marketing Cloud - CV



Career Objective

Eagerly looking for a role, where I will be able to apply my skills, work experience in Project management by making difference through quality, with a strict adherence in achieving organizational goals.

Personal Details

Name: **Charan S R**

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Email: **Charan.jain.143@gmail.com**

Skill Set

- Salesforce Marketing Cloud
- Amp-script
- Html5
- CSS3
- SQL
- API's
- JSON
- SSJS

Work Experience

Salesforce Marketing Cloud – Consultant/Developer

Katzion technology Solutions | Hyderabad (07/2019 – Present)

- Designed personalized email content using HTML5 and CSS3 & AMP script in Content Builder.
- Conduct A/B tests on the copy, layout, offers and targeting of email promotions. Identify measures of success and report on the outcome related to Subject Line, Content Areas, Pre-headers, Emails, Scheduled date & time & From Name.

- Used AMP-script for both Email Personalization and to use data from Data Extension especially in Lead Nurture Campaigns.
- Has done some integrations and used 'Marketing cloud connector' to connect to multiple salesforce Orgs.
- Used REST & SOAP API in-order to invoke triggered sends and create redundant data in to the required Data extension.
- Developed SQL queries in-order to fetch the data from the MS SQL Server data base to create target data extension to trigger email.
- Used automation studio for performing actions such as imports, extracts and SQL query activities.
- Proficient in creation of attribute groups, Population & converting Synchronized Data extension to Sendable DE within Contact builder.
- Designed and configured journeys using different entry sources within the Journey Builder and launched in the production after thorough testing

Client Service Analyst

Theorem India Pvt.ltd | Mysore (12/2015-07/2019)

- Using Email Studio to quickly build and send personalized email from basic newsletters to the most complex campaigns.
- Create reusable content blocks, including text, HTML, images, buttons, dynamic content and A/B testing, to ensure relevant messaging reaches the right person every time.
- Track and optimize to drive performance of Email and SMS Campaigns.
- Creation of personalized content for Email messages using Amp-script.
- Create lists or data extensions to store subscriber's data and to segment subscribers. Use groups and data filters to further segment subscribers.
- Using Automation Studio to execute multi-step marketing and data management activities on an immediate, triggered and scheduled basis.
- Build automation using automation Studio activities such as Send Email, Import File, File transfer activity, Data extract activity and SQL Query.
- Creating of one to one customer Journey with required entry sources and flow controls.

Project Summary

- | | |
|-------------|------------------------------------|
| 1. Project | PayPal Inc |
| Role | Client Service Analyst |
| Team Size | 12 |
| Duration | 12/2015-08/2017 |
| Environment | Sales force Marketing Cloud (SFMC) |
| Client | PayPal |
| | |
| 2. Project | Synchrony Financial |
| Role | Client Service Analyst |

Team Size	08
Duration	09/2017-07/2019
Environment	Sales force Marketing Cloud (SFMC)
Client	Synchrony
3. Project	Volkswagen group of Australia
Role	Client Service Analyst
Team Size	06
Duration	07/2019-Present
Environment	Sales force Marketing Cloud (SFMC)
Client	Volkswagen
4. Project	Audi Middle East
Role	Client Service Analyst
Team Size	02
Duration	12/2019-Present
Environment	Sales force Marketing Cloud (SFMC)
Client	Audi

Roles and Responsibilities

- Creation of landing pages using technologies like HTML, CSS and AMP script
- Creating of HTML emails as per requirement of the client busy using Zipline file, making it as mobile responsive and fixing of rendering issue to render properly in all email clients.
- Created Personalized and Dynamic Emails and content blocks based on the language and selecting it in Emails
- Creating Trigger Send Email for the emails using trigger send definition and triggered send Data extension and implementation of Ampscript API.
- Perform A/B testing and provided test results to marketing team.
- Create Sendable Data Extensions using Synchronized DE and Ampscript API.
- Create Ampscript for Dynamic content and email personalization.
- Creating SQL queries for Deduplication, Newsletter subscription, Lead Assignment and for merging for 2 Data extension
- Automated activities like import, file transfer and query activity using Automation Studio.
- Writing SQL queries on 'Data views' to get the metrics like opens, clicks and bounce rates of any particular email send through automation studio.
- Good understanding of contact builder for organizing and managing contact data, attributes groups creation, Population creation data model building.
- Created attribute groups to link contact data with Data extension in order to use that in the decision split of Journey builder.
- Proficient in creating of Journey using different entry sources and flow controls.
- Designed many journeys based on the road map provided by the client & activated after validation.
- Creating Trigger Send Email for the emails which needed to send immediately on a particular button click through SOAP API & Ampscript API function.

- Experienced in integration between Marketing cloud and Sales or Service cloud through Marketing Cloud connector.
- Experienced in Audience builder for segmenting huge contact data and filtering it based on the channel.
- Capping has been done to limit the contacts on the required segmentation.
- API set up has been done in Marketing cloud and given necessary details like client ID, Client Secret, Access token to SFDC Developers for them to write API to call SFMC API.

Strengths

- An excellent team player.
- Ability to work under stress.
- Compressive problem-solving abilities.
- Willing to learn.
- Analytical, good at problem solving and excellent in maintaining interpersonal relationship.

Academic Credentials

2015 Bachelors of Engineering in Instrumentation technology from SJCE, Mysore.
2010 Pre-University from Sri Lakshmi hayagreeva PU College, Mysore.
2008 10th from Sri Padmavati High School, Shravanabelagola.

Declaration

I hereby declare the above furnished details are true to the best of my knowledge.

- Charan S R