

Sujatha Darna

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Profile Summary:

8 Years Experienced IT Professional, Salesforce Marketing Cloud Developer with a strong background in Email studio, Web studio, Content Builder, Contact Builder, Journey builder, Automation studio, Administration settings, Reports, Packager manager and also Integration of Salesforce Marketing Cloud. Involved in project requirement discussions with Business and Developing solutions on time for both B2B and B2C.

Work Experience:

Salesforce Marketing Cloud Developer – 2.6 Years at CGI Inc. Hyderabad.

Sep '21 – Present
CGI Inc. Hyderabad.

Salesforce Sales and Marketing cloud Developer – 3 Years at TCS, Hyderabad.

Apr '18 – Sep '21
Tata Consultancy Services, Hyderabad.

MQ Admin – 2 Years at TCS, Pune.

Mar '16 – Apr'18
Tata Consultancy Services, Pune.

- Overall, **8 Years'** of working Experience in CGI and Tata Consultancy Services with various roles as **Salesforce Marketing Cloud Developer, Sales cloud administrator and MQ Administrator.**
- Extensive hands-on Working Experience on **Salesforce Marketing cloud.**
- Have very good experience in most of the **Marketing cloud products such as Email studio, Automation Studio, Web studio, Content Builder, Mobile studio, Journey builder, Contact Builder, Einstein**, Reports and all the administration settings.
- Worked on **Custom preference centers** using cloud pages for the multiple regions over the world and collecting customer preferences/consents to **Data extensions.**
- Working for both direct consumers(**B2C**) and Dealers(**B2B**).
- Designed and developed on email contents using **Content builder.**
- Launched **Campaigns** using **Journey builder** and analyze the tracking Post the Email send to better experience for the client.
- Personalized the emails by using **Ampscript** for the best customer experience.
- Have good experience in building **Landing pages** and **Smart capture forms.**
- Worked on **Triggered send Definitions** and used them in the cloud pages for user specific requirements.
- Working with **Scheduled** and **File drop automations**, Activities like **SQL Query, Data extract, File transfer, Verification, Send Email etc.,**
- Interacting with Direct Business users and provide them timely solutions.
- Good knowledge on **Einstein Analytics** and used **Einstein features** wherever it was required and suitable to use.
- Working in Pre-Estimated Sprint Agile methodology and Resolving the Customer issues on Run team requests which has the SLA of maximum 3 days.
- Able to learn and catch up all the marketing cloud concepts quickly.

Skills

- Email Studio
- Journey builder
- Content Builder
- Contact Builder
- Ampscript
- Web studio
- Automation studio
- Mobile studio
- Dynamic content blocks
- Triggered emails
- Apex
- HTML
- CSS
- JAVA
- SOQL
- Sales cloud Administration

Tools

- Postman
- Workbench
- Data Loader
- JIRA

- Experienced in Salesforce Configuration & Administration, implementation of Org-wide defaults, Roles, Profiles, Sharing Rules, and Permission Sets.
- Good exposure on Apex Classes, triggers, Batch classes
- Experienced in MQ administration along with the Production Support – Incident, Problem management and change management etc.

Certifications:

- **Salesforce Marketing Cloud Developer**
Credential id: 3591219
- **Salesforce Marketing Cloud Administrator**
Credential id: 2590679
- **Salesforce Marketing Cloud Email Specialist**
Credential id: 2955898
- **Salesforce Associate**
Credential id: 3350189

Projects Undertaken:

1) Project name: Confidential

Project Description: Working as a Lead analyst and Senior Marketing Cloud Developer for a largest tire manufacturers in the world for multiple regions.

Domain: Manufacturing

Role: Senior Marketing cloud Developer/Lead

Team Size: 20+

Responsibilities:

- Coordinating with Business analysts and discussion of various requirements and work on the end-to-end process.
- Working on Data extensions, Email templates, Content builder, Web pages, Journey builder, Automation studio, Contact builder, Reports, interactive email templates etc.
- Launching different campaigns such as Email and SMS.
- Working on Preference center pages and Unsubscribe pages for various regions.
- Working on Agile sprint methodology.
- Helping Users by directly connecting with them over the calls when Support requests raised for the enhancement of the existing functionality.

2) Project Name: Community Fiber Partnership Program

Project description: This Project is for Government of UK which allows members of Public to register for the Fiber network broadband for their homes. The Government will provide the voucher of Rural Gigabit vouchers as part of scheme to encourage rural broadband.

Domain: Telecommunications

Role: Salesforce Marketing and Sales Cloud Developer

Team size: 10

Responsibilities:

- Implemented Email journeys from the Marketing cloud using Journey builder, Content builder and Email studio and Web pages.
- Interaction with client and BA to discuss the campaign launches for each requirement.
- Worked on Automation studio for various user requirements.
- Worked on Salesforce data as entry criteria and triggered emails on specific criteria.
- Worked on Email enhancements and SMS campaigns.
- Have implemented Scheduled Flow, Screen flow, Workflows and Process builder.
- Designed and developed Apex classes, Visualforce component which used in Sites.
- Involved in planning and executing the deployments to various environments.

3) Project name: Permission to Work and Expression of Interest

Project Description: This project is for Government of UK which provides a solution that enables an online channel for end users offers flexibility to view and sign permission-to-work digitally. And salesforce integrated with the portal that allows capturing, managing, and reporting on interactions at the Premises.

Role: Salesforce Marketing cloud Developer/Sales cloud Administrator

Team size: 6

Responsibilities:

- Involved in interacting with the Business SMEs and gathering requirements to design and implement the solutions.
- Worked on Process builders and Flow builders from scratch to implement user specific requirements.
- Created Emails and SMS to the users from the Marketing cloud.
- Launched email and SMS campaigns by using journey builder.
- Worked on deployment of the Sales cloud changes by using change sets.
- Also, involved in supporting the system post Go-Live.

4) Project name: Jaguar Land Rover

Project Description: This project is for UK, JLR is a multinational automobile manufacturer which produces luxury cars and Sport vehicles. As part of the Project, we as a team works on the production support L2 and Package deployments of new and existing builds through change requests, Incident management. Always keep eye on the Production issues which has high, critical bugs which needs to be resolved within SLA.

Domain: Manufacturing

Role: MQ admin/Change and Release management

Team size: 6

Responsibilities:

- Work on incident management tools such as remedy and starts working on it once the incident assigned.
- Doing health checks of the system and take appropriate actions when something is high or critical.
- Worked on the change management, Deploy the package changes in the QA, Preprod and production environments using Putty and WinSCP.
- Worked in rotating shifts for UK.

Achievements:

- Received Bronze award multiple times in CGI inc.
- Received Openreach recognition ecard in TCS.
- Star performer for the year 2019 in TCS.

Education details:

Examination	Institution	Board/University	Year of passing	Percentage
B.Tech(CSE)	Rajiv Gandhi University of knowledge & Technologies	State/RGUKT Basar	2015	77%
P.U.C	Rajiv Gandhi University of knowledge & Technologies	State/RGUKT Basar	2011	79%
S.S.C	Board of secondary education-AP	State board	2009	90.8%

Declaration:

I do hereby declare that all the information provided above is true to the best of my knowledge and belief.

Sujatha Darna.

Place: Hyderabad