

VISWANATH

Email:visusfmc@gmail.com



Mobile:9700078485

Certified Salesforce Marketing Cloud Email Specialist

Certified Salesforce Marketing Cloud Administrator

Certified Salesforce Marketing Cloud Developer

Certified Salesforce Marketing Cloud Consultant

VISWANATH

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Phone:9700078485

[Email](#) [LinkedIn Profile](#) [Twitter](#) [Blog](#) [Portfolio](#)

- Over all 7+ years of professional experience in Software Development with strong technical skills including experience in Salesforce.com and Force.com platform as a developer and Salesforce Marketing Cloud.
- Worked on AGILE Methods.
- 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
- Created Data Extensions, Data Filters and Filters. Created User Initiated emails.
- Developed AMP script code to implement business requirements by creating Dynamic content.
- Used Automation studio for performing actions such as imports, extracts and SQL query activities.
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation
- Ready to explore and learn new technologies.

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PROFESSIONALEXPERIENCE:

- **Worked as a Salesforce Marketing Cloud Developer, Indegene,Bangalore from MAR 2022 to FEB 2024.**
- **Worked as a Salesforce Marketing Cloud Developer, PROKARMA Bangalore from DEC 2020 to DEC 2021.**
- **Worked as a SalesforceDeveloper, Cloud Paradigm from Mar 2020 to Jun 2020**
- **Worked as a ENT Solu Spec, UST GLOBAL from Sep 2019 to DEC 2019**
- **Worked as Associate Consultant, HCL Technologies from Mar 2016 to AUG 2019**

PROJECT 4

[MAR 2022 to Feb 2024]

Client :IPSEN

Role : MARKETING CLOUD DEVELOPER

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- 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.
- Worked on Salesforce marketing cloud support tickets.
- Used to work on different type of tickets were customer faces on different scenarios
- Worked on Salesforce marketing cloud connect to connect SFDC.
- Worked on content builder issues and data Extension issues.
- Worked on Contact builder, Email Studio, Journey Builder.
- Checking the data of Email Studio of different types of Bounces.
- Working on issues when a customer faces any problem in salesforce.
- Identify opportunities for revenue growth assisting sales and client services team.
- Built advanced campaigns leveraging data, strategy & budgeting constraints.
- Written SQL queries to build targeted audiences & Extract Data.

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PROJECT 4

ProjectName:CAT

[MAR 2021to Dec 2022]

Client :Caterpillar

Role : MARKETING CLOUD DEVELOPER

- Worked on different email templates testing with links and buttons which are included on email templates
- Creating Sender profiles for different business units
- Created dynamic email templates as per the client requirement.
- 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.
- Tracking of emails which is sent out from journey and email studio by using of data views and generating reports.
- Knowledge on Mobile push and Mobile connect.
- Experience on cloud pages and web pages.

PROJECT 3

ProjectName : DELL

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Client : DELL AMERICAS

Role : MARKETING CLOUD CONSULTANT

- 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 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 customer journeys with the company, worked on Journey Builder, Email Studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
- Conducted A/B testing and did recommendations accordingly.
- Written SQL queries to build targeted audiences & Extract Data.
- Worked on Customer profile center, subscription center, branding, management and customization.
- Generating and reporting on email Campaigns (status of outcomes) for various stakeholders.
- Created Many Templates and many sender Profiles, send classifications and associated them according to the client's request.

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PROJECT 2

ProjectName : DuetscheBank

Client : DBS Bank

Role : MARKETING CLOUD CONSULTANT

Role/Responsibilities: Development

- 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.
- Used Journey builder in running more than 50+ different campaigns along with Automation Studio and Contact Builder.

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- Used HTML, CSS, AMP Script and other technologies to build customized solutions that support critical business functions
- Responsible for connecting the Sales and Service clouds with marketing cloud connect.

PROJECT 1

Project Name : Salesforce Support

Client : Salesforce.com

Role : SALESFORCE Support

- Maintains multiple user profiles, role hierarchy, security, and sharing rules, and other Salesforce.com out-of-the-box access features
- Perform data integrity (rules and merging records) functions establishing proper ownership and record type maintenance in accordance with sales territories
- Supports the training department with new material for end users on the Salesforce.com application. When called upon, help to train the new and existing users how to use SFDC and related applications
- Conduct QA Tests on changes to Salesforce.com deployment including managing multiple sandbox instances
- Create and maintain documentation on processes, policies, application configuration and help related materials for users
- Work with Data Integrity and Duplicate Management to help clean and dedupe lead, contact and account data
- Participate in with user requirement sessions and document user requirements to address changing business needs. Review design approach with Product Manager
- Build strong understanding of SFDC best practices and functionality

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EDUCATION:

- **M.Tech** (Master of Technology) from **J.N.T University (Anantapur)** with 76%.
- **B.Tech** (Bachelor of Technology) from **ANNA University(Coimbatore)** with 72%.

TECHNICALSKILLS

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|-------------------------|---|
| Marketing Cloud: | Exact Target,Salesforce.com, Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder, ,Einstein Analaytics,MOBILE PUSH, Mobile Connect,Cloud Pages,Contact Builder. |
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| APPLICATION SOFTWARE | MS Office |
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|----------------------------------|----------------------------|
| PROGRAMMING LANGUAGES | HTML5, CSS3,AMP Script,SQL |
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Viswanath.