

Harsha Guntur
Salesforce Marketing Cloud Developer
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PROFESSIONAL SUMMARY:

- Overall 6+ years of comprehensive experience within the software industry, with around 4.8 years of hands-on experience in Salesforce Marketing Cloud.
- Salesforce Certified Marketing Cloud Email Specialist.
- Proficient in user management, including creating users and assigning roles, ensuring efficient access control.
- Demonstrated expertise in configuring Sender profiles, Delivery profiles and Send classifications, optimizing email delivery.
- Experienced in utilizing Subscribers tool in Email Studio and Contact Builder for managing subscriber data, creating Data extensions, Lists and Data filters.
- Facilitated seamless data management across business units by efficiently copying data extensions.
- Developed diverse email templates using built-in content blocks, ensuring consistency and efficiency in email design.
- Used AMP Script code to create dynamic content tailored to specific business requirements, enhancing personalization.
- Implemented user-initiated and triggered email campaigns, enhancing customer engagement.
- Proficient in utilizing Journey Builder's flow controls such as Decision split, Engagement split, and Path optimizer to plan customer journeys effectively.
- Designed and executed targeted campaigns based on precise business requirements, driving measurable results.
- Implemented A/B testing methodologies to optimize email performance and derive actionable insights for continuous improvement.
- Utilized Automation Studio for various automation activities like Import file, Data extract, File transfer and SQL query for streamlining marketing operations.
- Knowledge of synching data between Salesforce Sales Cloud and Marketing Cloud using MC Connect.
- Generated comprehensive reports using Data Views and Analytics Builder, to meet client's requirements.
- Knowledge of creating interactive emails and cloud pages in Web Studio, enhancing customer engagement and interactivity in marketing communications.
- Collaborate with stakeholders to gather and analyze business requirements, translate them into solutions, and document them for future reference.

TECHNICAL SKILLS:

Salesforce Tools : Email Studio, Journey Builder, Automation Studio, Content Builder, Contact Builder, CloudPages, Query Studio, Analytics Builder, Marketing Cloud Connect.

Languages : SQL, AMPSCRIPT, HTML, CSS.

EXPERIENCE

Currently employed as a Salesforce Marketing Cloud Developer at Cognier Insights Pvt.Ltd., Hyderabad, since April 2018.

PROFESSIONAL EXPERIENCE:

Project 1

Client : Saje Natural Wellness

Role : Salesforce Marketing Cloud Developer

Description : Saje Natural Wellness is a leading provider of natural health and wellness products, offering a range of essential oils, body care essentials, and home products. With its extensive product range and customer-centric approach, it demands a holistic marketing strategy to engage customers effectively and drive sales. As part of this project we deliver personalized campaigns, targeted messaging, product promotions and valuable insights into customer behavior, enabling Saje to optimize marketing efforts. Overall the project empowers Saje to enhance customer engagement, boost retention rates and drive revenue growth.

Responsibilities:

- Managing data integration and synchronization using Marketing Cloud Connect.
- Configuring Data extensions, Data filters, and Data relationships within marketing cloud ensuring data accuracy and integrity to improve deliverability rates.
- Creating and executing targeted and personalized email campaigns promoting specific products and offers to each subscriber's preferences, actions and milestones.
- Designing custom email templates, crafting compelling content and scheduling email sends to maximize engagement.
- Designing automated marketing journeys to optimize interactions across multiple touch points.
- Implementing Decision split and Engagement split activities within the customer journey to personalize messaging based on subscriber behavior and preferences.
- Utilizing dynamic content and personalization features to deliver relevant, targeted and timely emails.
- Conducting A/B testing and multivariate testing on email subject lines, content, and calls-to-action to optimize campaign performance and improve open rates, click-through rates and conversion rates.
- Monitoring and generating the performance reports of marketing campaigns according to client's requirements, using analytics and reporting tools.

Project 2

Client : Stellantis

Role : Salesforce Marketing Cloud Developer

Description : Stellantis, a leading global automotive manufacturer and innovator in mobility solutions, operates across 130 countries, holds a prominent position in the competitive automotive sector. With its extensive brand portfolio and complex global operations, Stellantis requires a robust marketing platform to run personalized, data-driven campaigns. This project enables Stellantis to effectively engage with its diverse customer base, deliver personalized experiences, and enhance customer loyalty and retention. As part of this project we aim to enhance the customer experience by automating and optimizing interactions across multiple touch points, thereby boosting engagement levels.

Responsibilities:

- Create, implement and update marketing campaigns using tools like Automation Studio, Journey Builder, and Email Studio.
- Work closely on creating emails, Landing pages, Targeted list, and Data extensions.
- Managing subscriber lists, including segmentation to create Publication and Suppression lists based on demographics and preferences.
- Testing Journey Builder workflows and automation rules across different customer segments and scenarios to ensure the effectiveness and accuracy of automated marketing campaigns.
- Developing dynamic content blocks and AMPscript functions to populate email content dynamically based on customer attributes and preferences.
- Conducting A/B tests to optimize email subject lines, content and delivery times.
- Writing SQL queries within Automation Studio to retrieve specific data sets from multiple data extensions and data views.
- Sharing data between parent and child business units.
- Integrating Marketing Cloud data with external systems to run automation activities like import, extract, transfer data between systems.

Project 3

Client : Elizabeth Arden, Inc.

Role : Salesforce Marketing Cloud Email Specialist

Description : Elizabeth Arden is a renowned global beauty brand known for its luxurious skincare, makeup, and fragrance products. As a leading beauty brand with a global presence, it requires a sophisticated marketing strategy to effectively engage with its diverse customer base and drive sales. As part of this project we offer customer segmentation, targeted promotions and tailored content to align with individual preferences and behaviors. This Project objective is to drive measurable improvements in email marketing performance, enhance customer engagement, elevate conversion rates, and overall effectiveness of the email marketing strategy.

Responsibilities:

- Designing and executing marketing campaigns using tools like Automation Studio, Journey Builder and Content Builder.
- Configuring Data extensions, Lists, Publication lists, Data filters and Data relationships using Email Studio and Contact Builder.
- Implementing strategies to enhance delivery, open rates and reduce unsubscribe rate.
- Create visually appealing and compelling email templates and content blocks that aligned with brand guideline and resonate with targeted audience.
- Implementing dynamic content personalization techniques to customize email content based on subscriber attributes and preferences to drive engagement and conversion rates.
- Automate Import file, Data extract, File transfer and SQL query activities using Automation Studio.
- Monitoring key performance indicators and analyzing engagement metrics to identify areas for optimization and improvement.

- Developing and executing A/B testing strategies to optimize email subject lines, content layout, and call-to-action placements and identify winning variations.
- Generating reports to track key performance indicators such as open rates, click-through rates, conversion rates, and unsubscribe rates.

EDUCATIONAL QUALIFICATION:

Bachelor of Technology in Computer Science Engineering from VNR Vignana Jyothi Institute of Engineering and Technology (JNTUH affiliated), Hyderabad, in 2014 and Secured 63.18%.

PERSONAL DETAILS:

Full Name	: Guntur Holi Harsha
DOB	: 24 th June, 1993
Gender	: Male
Nationality	: Indian
Present Location	: Hyderabad
Linguistic Abilities	: Can speak, read and write Telugu, Hindi and English