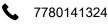# Ramesh Mukku

India

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Summary

An experienced professional with 4.9 years of experience in Salesforce IT, with 3.1 years of Experience in Salesforce Marketing Cloud.
Currently working as Senior Development Engineer in Pramati Technologies, Hyderabad.
Possess good knowledge of Salesforce Marketing Cloud and Salesforce Service and Community Cloud.
Setting Up Simple campaigns using Journey Builder.
Created templates for sending the emails.
Worked on landing pages.
Worked on personalization string in templates.
Worked on Automation studio and created related Activities.
Created User-Initiated emails and Automation steps.
Worked on user creations and role assignments.
Worked on AMP script to insert the data in a data extension.
Used AMP Scripts while creating Email templates and using data from data extensions.
Experience in creating content, templates, HTML emails, and template-based emails.
Hands-on experience in building and executing campaigns in Salesforce Marketing Cloud.
Implemented Journey Builder Custom Activity for InApp-Notifications and Push Notifications.
Implemented Transactional Send Journey through REST API.
Implemented API Event as entry source in Journey Builder.
Experience in SFDC development using Apex classes, Triggers, test classes, and Visualforce pages.
Proficiency in salesforce administrative tasks like creating objects, fields, Profiles, Roles, Validation rules, users, page layouts, workflows, and Process builder.
Experience with data security model using OWD, Role, Public Group, Permission Set.
Basic knowledge of Salesforce integration using REST.

Experience

Senior Development Engineer
Pramati Technologies Private Limited
Jun 2020 - Present (7 months +)
Project: Castlight Health
Responsibilities:
Implemented Journey Builder Custom Activity for In App-Notifications and Push Notifications.
Implemented Transactional Send Journey through REST API.
Configured data relationships in Attribute Group in Contact Builder to use in the journeys. Analyzing the journey flow and providing solutions to the client if there are any changes required. Testing of Journey for all the criteria and making sure all checks are in place.
Helped customers create a REST API payload and send subscriber information from clients server to Marketing Cloud Server, further using it to Transactional Send Journey.
Worked on Integrating Service cloud with Marketing cloud

Senior Development Engineer
Pramati Technologies Private Limited

Feb 2020 - Jun 2020 (5 months)
Project: Healthy Paws
Responsibilities:
Implemented API Event as entry source in Journey Builder.
Implemented Journey Builder Custom Activity with backend NodeJS.
Managed triggered Emails through the REST API.
Inserting AMP scripts for Personalization of the Email Content.
Creating Data Extensions as per the requirement.
Automated the process through Automation Studio which is Scheduled and consists of various activities
- queries, file transfer, data filter, data extract, Send Email.
Developed HTML page using JavaScript and JQuery in Journey Builder Custom Activity.

> Application Development Senior Analyst

Accenture in India
Jan 2019 - Feb 2020 (1 year 2 months)
Project: PMI Digital Trade Engagement
Responsibilities:
Created User-Initiated emails and Automation steps (in SFMC Tool).
Sent email proofs to the recipient (in SFMC Tool).
Worked on complex MySQL queries based on user requirements.
Worked on landing pages.
Worked on amp script to insert the data in a Data Extension.
Worked on personalization string in templates.
Creating customer journeys for efficiently segregating data.
Interacting with onshore Technical Architect and gathering the requirements.
Creation and configuration of Communities.
Using Community Builder to create different versions of communities for multiple markets.
Create Lightning Components and use them in Community Builder.
Implemented RAAS application, Iframe widget, and use it in the community cloud.
Developed Dynamic Content applications using the AMP script which works on SFMC Platform.
Created Data Extensions, Users, Roles under Administration Settings.
Moved the data from Community Cloud to SFMC through API calls.
Manage data using tools like Data Loader, Workbench, Salesforce Inspector.

> Application Development Analyst

Accenture in India
Aug 2017 - Jan 2019 (1 year 6 months)
Project: PMI CCR Application
Responsibilities:
Created User-Initiated emails and Automation steps (in SFMC Tool).
Validating email functionality and appearance across different devices.
Configured data extension, Data filter activity, and Queries.
Worked on Automation studio and created related Activities.
Automated the import, extract, and Query activity using Automation Studio.
Automated the process through Automation Studio which is Scheduled and consists of various activities
- queries, file transfer, data filter, data extract, Send Email.
Created User-Initiated emails and Automation steps.
Implemented the Qure Device Diagnostic tool.

Worked on created Journeys, DataExtensions, Email Templates, Profile Management, Sender, and Delivery Profiles.
Developed Apex Classes, Apex Triggers, and lightning Components for various functional needs in the application.
Inserting AMP scripts for personalization of the Email Content.
Created workflow rules and defined related tasks, triggered tasks, email alerts, filed updates to implement business logic.
Manage profiles, permission sets, public groups, Queues OWD, and Sharing depending on the business requirement.
Developed Complex Apex Batch Jobs for updating the assets monthly, quarterly, and yearly basis.
Used custom setting and Custom Meta datatype wherever possible to avoid SOQL queries.

> Application Development Associate

Accenture in India
Apr 2017 - Jul 2017 (4 months)
Project: Tenneco
Responsibilities:
Created custom objects, fields, record types, page layouts, and lookup filters.
Created triggers to accommodate business requirements.
Manage profiles, permission sets, OWD, and Sharing depending on the business requirement.
Created validation rules as per business requirements.
Migrating data into Salesforce through Data Loader.
Involved in Unit Testing and Test Coverage for Apex Classes and Triggers.

> Application Development Associate

Accenture in India
Mar 2016 - Mar 2017 (1 year 1 month)

Project: US Foods Pricing
Responsibilities :
Responsible for delivering Salesforce.com implementation project for a US Foods corporation.
Responsible for Development, Testing, and Deployment for salesforce.com Implementations.
Responsible for Developing JQuery methods and HTML5 pages for Salesforce.com.
Designed various web pages in HTML5 for functional needs with Salesforce.
Involved in Unit Testing and Test Coverage for Apex Classes and Triggers.
Involved in requirement analysis, functional &technical design documentation, maintaining configuration workbook.
Worked on implementing customer portal, exposing objects for customers, object/fields access and visibility, managing profiles.

Education

Gayatri Vidya Parishad College of Engineering (Autonomous), 530048(CC-13)
Bachelor of Technology - BTech, Computer Science and Engineering
2011 - 2015

Licenses & Certifications

Salesforce Certified Marketing Cloud Administrator - Salesforce

Salesforce Certified Marketing Cloud Consultant - Salesforce

Salesforce Certified Marketing Cloud Email Specialist - Salesforce

Salesforce Certified Service Cloud Consultant - Salesforce

Salesforce Certified Sales Cloud Consultant - Salesforce

Salesforce Certified Platform Developer II - Salesforce

Salesforce Certified Platform Developer I - Salesforce

Salesforce Certified Platform App Builder - Salesforce

Salesforce Certified Administrator - Salesforce

Salesforce Certified Marketing Cloud Developer - Salesforce

Skills

Salesforce Marketing Cloud • Node.js • Automation Studio • Email studio • Journey Builder, Content builder, Contact Builder, Query Studio • SSJS, AMPscript • Apex Programming, Aura Components • SOQL, MySQL

Honors & Awards

Star Performer

ACE (Accenture Celebrates Excellence) Award