

Rahul Geedikanti**Phone:** +91-8885403428**Email:** rahulkumar.geedikanti@gmail.com**SUMMARY**

- Overall 4 plus years of experience in the IT industry with 1 year experience in Email Studio, Journey Builder, Automation Studio, Contact Builder.
- Configuring Data Extensions, Import Activity, File Transfer, and other activities (User-Initiated Emails, Triggered Emails).
- Configuring the Sender profile, Delivery profile.
- Creating Automations under Automation Dashboard both scheduled and file drop automations in SFMC tool.
- Worked on Journeys to send and schedule emails based on business scenarios.
- Worked on generation of reports for different clients requirements.
- Requirement gathering and client interactions via mails and calls.
- Effective communication skills and email writing skills.
- Fast learning capability and ability to adapt to any work environment.
- Excellent interpersonal skills, presentation skills, learning, problem solving and conceptual skills.
- Ability to work efficiently and prioritize tasks given on daily basis
- Ability to be the primary contact for coordinating daily operations.
- Ability to develop teams and individuals through team processes and performance management.
- Capable of handling responsibilities independently as well as a proactive team member.

Technical Expertise**Operational Systems:** Windows XP, Vista, Windows 7 and 8, 10.**Database:** MS SQL Server 2005/2008/2012**Database Tools:** SQL Server Management Studio**Salesforce.com Tools:** Email Studio, Journey Builder, Automation, Contact Builder.**CAREER OBJECTIVE**

My objective is to have a challenging and growth oriented position in an organization

where I would be able to apply my knowledge & interpersonal skills to achieve excellence in the field of IT by harnessing the inherent capabilities to rise with, and for the organization.

PROFESSIONAL EXPERIENCE:

Current Organization: Zensar(1+ years)

Previous Organization: Google(3+ years)

1)Company: Zensar

Project: Marketing for Furniture Retail Store

Duration: July 2019 to current

Technologies: AMP Script, JavaScript,HTML

Database: SQL Server 2008

Project Description:

- Understanding the existing system.
- Worked with onsite team to setup marketing communications
- Created HTML Emails ,Data Extensions and other marketing assets
- Personalize emails on criteria basis
- Developed email templates and done A/B Testing.
- Created Welcome Series, Journey Builder to send emails to campaigns as per the requirement.

2)Company: Google

Project: Google Feedback Testing

Duration: Jan 2016 to July 2019

Technologies –Manual Testing

Project Profile:

Google Escalation Engineering is a project in which issues raised by end users are verified and once verified as valid bugs, test cases are written against those bugs. Bugs are then followed and updated through various stages until the status of the bug is “closed.” Along with this, every time there is a release of software, regression and retesting are done..

Role: IT-Analyst

Contribution / Highlights:

- Analyzing the feedback reports for various Google products, clustering the same and raising bugs. Been part of the core team which demands management and innovative skills.
- Tracking the bug with root cause analysis.

- Involved in bug detecting, bug reporting, test case writing, regression testing and retesting related activities.
- Worked as a QA for a few products across the floor.
- Sharing test results to QA lead, QA Manager and Clients.
- Logging the failure scenarios in bug tracking tools with proper input.
- Analysis of Use Cases related to the entire workflow.

PERSONAL PROFILE

NAME:RAHUL GEEDIKANTI
FATHER'S NAME: G. PRASAD
MOTHER'S NAME: G.VIJAYA
DATE OF BIRTH:16-02-1993
SEX:MALE
MARITAL STATUS:Single
NATIONALITY:Indian