**C Bhavani Prasad**

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**Salesforce Marketing Cloud Consultant.**

**Mobile: +91-8712200576**

**Professional Summary:**

* **23 Months** experience in Marketing automation cloud
* Working experience on cross channel marketing tool **Oracle Responsys,** & **Salesforce Marketing Cloud.**
* Working experience on Salesforce.com (Marketing)
* Loading Data using Source files into both Responsys& SFMC.
* Experience in creating Digital Marketing Campaigns in Responsys & SFMC
* Experience in orchestrating programs to drive campaigns in Responsys & SFMC
* Building complex journeys
* Worked on ampscript
* Knowledge on HTML to understand and create creative or templates for Email Campaigns
* Experience in testing campaigns
* Experience in handling Deliverability
* Good Experience in Project Maintenance.
* Familiar with **BRD(Business Requirement Documentation)**
* A highly motivated, energetic individual and a team player with excellent analytical &problem-solving skills, communication skills and interpersonal skills.

**Professional Experience:**

* Working as Marketing Cloud Consultant at Growth Wave Software Solutions (Digital Interakt)

**Educational Qualification:**

* **B. Tech (IT)**from**V.B.I.T**

**Technical Skills:**

* **Cloud Application :** Oracle Responsys, Salesforce.com
* **Operating Systems** : Windows family
* **Databases** :SQL Server 2000/ 2005, Oracle 11g, MS Access
* **Packages and Tools :**Microsoft Office

**Role: SF Marketing Cloud Consultant**

**Clients: Abbott, Complychimp & GITAMS**

**Environment:** Salesforce Marketing Cloud (Exacttarget)& Salesforce CRM

**Description**:

The project was on the Implementation of SFMC. Account provisioning. Understand Clients business and their data. Bring relevant data into Marketing cloud system and to target audience through Marketing cloud. Create cross channel campaigns and orchestrate multi-channel program as per Client requirements. Improve overall Clients marketing deliverability

**Roles and Responsibilities**: **Email Specialist**

* Involved in Client meetings and presentations
* Interacting with Client on day-to-day basis on On-boarding process
* Responsible for technical project milestones
* Communicating with Clients on dates and updating the status
* Involved in setting up SFMC account for the Client
* Loading Data using Source files through Manual loads and Imports methods into SFMC
* Involved in Data Discovery – Understand Clients business and design data model
* Involved in Data model designing- Bring relevant data into SFMC through which we can target audience
* Involved in designing Warm-up and Ramp-up plan – To improve reputation of the sub-domain through which Emails are sent
* Creating and launching Email campaigns and SMS Campaigns
* Creating and running Email and SMS orchestrations
* Involved in testing Email and SMS campaigns
* Analysing daily reports to keep track of the sub-domain reputation
* Integrating forms with Clients landing page
* Proficient in content builder
* SQL Skills
* HTML Designs
* Experience with gathering requirements and writing user stories
* Good oral and written communication skills

**Role:Digital Marketing Consultant**

**Clients: Wavo,Faasos, Kerala govt, Brands for Less, World Vision India, Golden Scent, OSN, Astro Vision**

**Environment: Oracle Responsys**

**Description**:

The project was on the Implementation of Oracle Responsys. Account provisioning. Understand Clients business and their data. Bring relevant data into Responsys system and to target audience through Responsys. Create cross channel campaigns and orchestrate multi-channel program as per Client requirements. Improve overall Clients marketing deliverability

**Roles and Responsibilities**: **Email Specialist**

* Involved in Client meetings and presentations
* Interacting with Client on day-to-day basis on On-boarding process
* Responsible for technical project milestones
* Communicating with Clients on dates and updating the status
* Involved in setting up Responsys account for the Client
* Loading Data using Source files through Manual loads and Connect jobs into Responsys
* Involved in Data Discovery – Understand Clients business and design data model
* Involved in Data model designing- Bring relevant data into Responsys through which we can target audience
* Involved in designing Warm-up and Ramp-up plan – To improve reputation of the sub-domain through which Emails are sent
* Creating and launching Email campaigns and SMS Campaigns
* Creating and running Email and SMS orchestrations
* Involved in testing Email and SMS campaigns
* Analysing daily reports to keep track of the sub-domain reputation

**Certification:**

* Salesforce Email Specialist.
* Salesforce Marketing Cloud Administrator.

**Personal Information:**

Languages Known: English, Telugu & Hindi.

Current location: Hyderabad