   

**Mounika Gaggara**

**Salesforce Marketing Cloud Developer**

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## **Professional Summary**

* 7 years of overall professional IT experience with 5 years in Salesforce/Marketing Cloud as **Marketing Cloud Developer** and **Salesforce** **Administrator** and experience as **Business** **Analyst**.
* Hands on experience with salesforce administration, CRM, configuration, customization, implementation, training and support.
* Experience in the complete life cycle of project development **(SDLC)** including System Analysis, Design, Development, Testing and Deployment.
* Worked on **Journey/Audience** Builder for email campaign.
* Worked on **Salesforce Marketing cloud** formerly known as **Exact Target** Connector **V5/218**.
* Maintained Cloud pages for **Unsubscribe pages** and **advisor landing pages**.
* Worked on **Cloud Page Smart captures** also integrate it with journey builder.
* Hands on experience with **administration**, **CRM**, **configuration**, **customization**, **implementation**, **training, and support**.
* Experience in the complete life cycle of project development (**SDLC**) including System Analysis, Design, Development, Testing and Deployment.
* Experience in **Development**, **Administration**, **Configuration**, **Requirements gathering**, **Implementation**, Integration and Support of Salesforce.
* Good knowledge on **Interaction Studio**
* Strong knowledge of **Agile** and experience with **multiple implementations** across various projects.
* Extensive experience with Salesforce.com administrative tasks like **Creating Roles**, **User**, **Profiles**, **Permission Sets, Page Layouts, Record Types, Validation, Deployment and Data Migration**.
* Experienced in managing the **data**, **Forecasting**, **Campaign Management**, **Contacts**, **Leads**, **Opportunities**, Quotes and **Dashboards**.
* Detail-oriented energetic team player, motivated with multi-tasking capabilities, **problem solver**, and hands-on leader with exceptional **presentation and client/customer relation skills**.
* Operations Support and Issue analysis, **Bulk Data Migration**, and Implementation of New Customization.
* Used **AMP Script** for Email inline editing, **Custom landing pages, cloud pages**.
* Experience with **Salesforce.com Sales**, **CRM**, **Service Cloud**, Communities and Force.com Platform.
* Hands on experience in creating relationships between **objects** with **Master-Detail**, **Lookup Relationships** and **Junction Objects** (Many to Many relationships).
* Experience in wide range of languages and technologies such as **HTML, CSS, AmpScript**, **SQL**
* Experience with databases such as **MS SQL Server.**
* Able to perform all tasks related to the day-to-day operations including managing users, creating, and maintaining custom objects and fields, handling data migration, maintenance and installation and support of **AppExchange applications**.
* Worked closely with Business Users for **requirements** **gathering** and **business analysis**
* Enthusiastic, motivated with a positive outlook and strong written and verbal communication and documentation skills.
* Worked on **Email Studio**, **Automation Studio**, **Contact builder**, **Journey builder**
* Migrated a huge customer data platform as part of the marketing cloud data migration. Got hands on experience with salesforce **DMP** and extensive work experience on **Automation studio.**
* Detail-oriented **energetic team player**, motivated with **multi-tasking capabilities**, problem solver, and hands-on leader with exceptional presentation and **client/customer relation** skills.
* Experienced in using Sales Force **Change Sets, eclipse and ANT tool** to migrate changes between sandboxes.
* Operations Support and Issue analysis, **Bulk Data Migration** and **Implementation of New Customization**.
* Experience in working with **Salesforce.com sandbox** and **production environments**.
* Proficient in **Data Migration** from Traditional Applications to Salesforce using Import Wizard and **Data Loader, Dataloader.io** Utility.
* Experienced in integration of Salesforce.com with external applications by using Web Services **API, Metadata API, SOAP** and **REST.**
* Experience in providing production support, analyzing the cause and fixing it.

##  **Education:**

* Master’s in information systems, NY
* Bachelor’s in computer science

  **LinkedIn:**

<https://www.linkedin.com/in/mounika-gaggara-99a05b138/>

## **Technical Skills:**

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| **Salesforce.com** | Salesforce CRM, Database Operations (DML, SOQL&SOSL), Email Templates, web services(SOAP and REST), Workflows, Approvals process, Reports & Dashboards, Analytic Snapshots, Sales cloud, Service cloud, Community Cloud, Marketing Cloud |
| **Salesforce Tools** | Marketing Cloud, Automation studio, Journey builder, Email Studio, Contact Builder |
| **Languages** | HTML, SQL, Java Script, SSJS, Amp Script |
| **Database** | MS SQL Server 7.0/2000/2005, Oracle 8i/9i/10g/11g/12c, SQL, PL/SQL |
| **Operating Systems** | Windows NT / 2000 / XP Pro / Vista, Windows Server 2000 / 2003 / 2008 |
| **Methodologies** | SDLC, Agile, Scrum, Git-hub, Bit Bucket, Jira, Rally, SVN |
| **Computer skills** | Word, Excel, PowerPoint |

## **Certifications:**

* Salesforce Administrator (ADM 201)
* Salesforce Developer 1 Platform (Dev 401)
* Salesforce Marketing Cloud Email Specialist
* Salesforce Marketing Cloud Consultant

## **Professional Experience:**

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| **Michaels Stores – Irving, TX** | **Lead Salesforce Marketing Cloud Developer** |  **Nov 2019-Current Date** |

* Involved in various activities of the project, like **information gathering**, **analyzing** the information, **documenting** the functional and non-functional **requirements**.
* Worked with different vendor plug in’s in to different assets like coupons, **Predictive** **Intelligence** for different subscribers to show products from salesforce and **Movable inc**, **Persado** for subject line testing.
* Worked on **Email Studio**, **Journey Builder**, **Audience Builder**, **Web Studio**
* Build Emails for different journeys with **AMPSCRIPT** functionalities for advanced function ns in the email.
* Built emails for the loyalty program which sends subscribers their loyalty rewards and a barcode to redeem their reward dollars which is achieved through **AMPSCRIPT**.
* Worked closely with **business** **executives** to gather requirements and turn them in to **technical** **stories**.
* **Lead**/Supported offshore developers/QA resources.
* Worked on the **KouponMedia** setup in Michaels for where rest calls are made to the e-commerce websites.
* Using **SQL** logics to build queries and manipulate data and **AMPSCRIPT** logics in the email to achieve different functionalities within the email.
* As **Marketing cloud** is not **integrated** with Salesforce create different **file** **drop** **automations** to get the data from third party vendors as part of salesforce **DMP**.
* Created Journeys using **Journey** **builder** with different activities to achieve the business conditions.
* Worked closely with **Analytics** team and to determine the statistics and take further enhancements to the emails/journey’s patterns.
* Created **Users**, **Roles**, **Data Extensions** etc. **Setup**, **Training**, and maintenance of **Marketing cloud.**
* Research new and innovative technology and techniques to improve the automation of marketing process.
* Worked on **AB Testing** to get the winner and deploy emails based on the results.
* Working experience on **HTML and CSS** for email development.
* **Migrated** a **huge customer data platform** from one interface to other with **accuracy** and **diligence** as part of the **marketing cloud data migration**.
* Worked with groups, participated **in Requirement Gathering** Sessions to define their needs, and developed an action plan and specification document.
* **Collaborated** with development architect and the business to develop both high-level and detailed application architecture to meet the **business needs**.
* Involved with all the phases of Software Development Life Cycle (**SDLC**) methodologies throughout the project life cycle.
* Performed detailed analysis of **Technical** and **business** **requirements**.

**Environment**: Saleforce.com platform, Amp script Language, HTML, CSS, Data Loader, Reports, Dashboards, Automation Studio, Journey Builder, Email Studio, Mobile Studio, SOAP, REST API, Email Services, Sandbox.

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| **Ameriprise Financial, Boston, MA** | **Salesforce Marketing Cloud Developer** |  **Sept 2019 – Nov 2019** |

* Create/Modify **data extensions** which we used in different **SQL** queries to store the **data** and as well as pull the data.
* Worked on the **web studio**, **email studio**, **Automation studio**, **Journey builder** and **Audience builder**
* Worked extensively on **Automation studio**, **Journey builder** and their related activities.
* Created **custom cloud pages** for the **subscription center**.
* Provided **solutions** and **redesigned** the **existing system** and build an **automation**/**cloud pages**/**Journey**
* Used **AMP Script** to create **dynamic emails** and **Cloud pages**.
* Created **Salesforce reports** and **Marketing Cloud reports** to **track IER** and the **bounce’s**, **logins/clicks**
* Worked on the content builder to **create portfolio’s**, **emails**, **content templates**.
* Worked with different teams like Asset Management Interactive **Marketing, Digital design**, **AWS**, **.Net, Data, Salesforce** to **integrate Salesforce marketing cloud** so that we can keep the data flow into the marketing cloud.
* Created campaigns in salesforce and execute them to send emails.
* Created **Rest API** in Administrative settings to integrate Marketing cloud and external **.net system**
* Worked on various support tasks to **support** and **maintain** the **existing system**.
* Interacted with Business executives to **gather requirement**, worked on **configuration**, testing, release management, **data validation** and **integration**.
* Designed the documentation for **solutions/Implementations**.
* Resolve the Cases and support the team on **urgent** **bases**, **implementation** and **working** with **real-time** troubleshooting.
* Created and maintained the documentation for **Design**, **Migration** and **Integration**.
* **Analyzed** operating procedures and policies on an **ongoing basis** and recommend and implement improvement plans where appropriate.
* Responsible for creating and maintaining the **data model** in **Salesforce**
* Experience using **JIRA** for **project tracking** and **ticketing**

**Environment:** CRM, Force.com platform, Marketing Cloud Chatter, Custom Tabs, Email Services, Data Loader, Data Import Wizard, Reports and Dashboards, Change sets, Data Management, Schema Builder, Relationships.

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| **Allegis Group – Hanover, MD** | **Salesforce Marketing Cloud Developer** | **Sept 2017-Sept 2019** |

* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
* Create build and execute campaigns.
* Setup and Implemented Salesforce **marketing** **cloud** 2.0 org.
* Worked on **Content** **builder** to creating **content** templates.
* Experience in Building Complex Journey’s with handling multiple branches and emails.
* Worked on **Audience** **Builder** and **Data** **studio**
* Created **synchronized** **Data** **Extensions** for the data flow between Sales cloud and Marketing cloud.
* Segmented Data so that qualified subscribers enter the appropriate Entry Data Extension.
* Used **Automation Studio** extensively to create **file** **drop** automations and **scheduled** automations.
* Integrated with Salesforce CRM by using **Marketing** **cloud** **connector** (V5).
* Configure salesforce CRM user and marketing cloud **integration** **user** along with **configuration** in salesforce.
* Support the **Email** **Marketing** Manager in the development of **new business requirements.**
* Worked on **Automation** **studios** and created related **Activities**.
* Worked on **Tracking** to track the email clicks.
* Worked on Lead creating process in Salesforce from landing pages.
* Created **SQL** Query Activities in Automation Studio to merge Salesforce Sync Objects
* Created **Account**, **Data Extensions**, **Users**, **Roles** under **Administration Settings**.
* Research new and innovative technology and **techniques** to improve the automation of **marketing** **process**.
* Provide support setup, training, and execution of marketing process.
* Experience working on creating users, profile **configuration**, created File Locations using **Data** **Management**, Reports and **Dashboards**.
* Creation of new campaigns, including data **configuration**, **audience** **creation**, and utilization of capabilities in the **platform**.
* Designed personalized email content using **HTML** and **CSS3** in **Content** **Builder**.
* Perform **integration** between sales cloud and marketing cloud using **marketing** **cloud** **connector**.

**Environment:** Ampscript Language, HTML, CSS, Data Loader, Reports, Dashboards, Automation Studio, Journey Builder, Email Studio, Mobile Studio, SOAP, REST API, Email Services

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| **Allegis Group – Columbia, MD** | **Salesforce Administrator /Business Analyst** | **Sept 2016-Sept 2017** |

* Interacted with the Salesforce.com premium tech support team on a regular basis.
* Worked on creating and maintaining various support cases and business processes on SFDC **Chatter** Plus.
* Interacted with various business user groups for **gathering** the **requirements** for salesforce.com **CRM** **implementation**.
* Created various **Reports** (summary reports, tabular reports, matrix reports) and Report Folders to assist Service managers to better utilize Sales force and configured various Reports and for different user profiles based on the need in the organization.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Developed various **Custom** **Objects**, **Tabs**, **Components** and **Visualforce** Pages.
* Maintained **user** **roles**, **security**, **profiles**, and **workflow** rules wherever necessary.
* Worked with **Encryption** project to support the Corporate Security directive to **encrypt** all **sensitive** **data** at rest within Production environments.
* Defined **lookup** and **master**-**detail** **relationships** on the objects and created **junction** **objects** to establish connectivity among objects.
* Designed, developed, and deployed **Apex** **Classes**, **Controller** **Classes** and **Apex** **Triggers** for various functional needs in the application.
* Integrated the **web services** by generating the necessary stubs from the WSDL files for extraction.
* Created **custom** **reports** and **enhanced** salesforce.com environment as per user needs using **Apex** and **Visualforce** pages.
* **Imported** **data** from **excel** **sheets** in to **Leads**, **Accounts**, **Contacts** and **Opportunities** using Data Loader and Import Wizard.
* **Migrated** Accounts, Leads, Contacts, Opportunities and sales data from external systems into SFDC.
* Developed **Apex Classes, Controller Classes, Standard Controllers, Custom Controllers, Controller Extensions, and Web Services API and Apex Triggers** for various functional needs in the application. Migrated data from external sources and performed **insert, delete, upset, export** operations on millions of records.
* Created reports and dashboards using **Wave Analytics**. Processed the payment using **Apttus** CPQ.
* Created **workflow rules** and defined **related tasks, email alerts,** and **field updates.**
* Implemented **pick lists**, **dependent pick lists**, **lookups**, **master detail relationships**, **validation** and **formula fields** to the custom objects.
* Created **custom Dashboards** for manager’s home page and gave accessibility to dashboards for authorized people.
* Developed strong preferences for **Agile,** Created a design document that details the system and Products, and updated cost of items of resources.
* Experience in **Aura framework, Lightning Components** and **Salesforce Lightning Design System (SLDS).**
* Developed **App- Builder and Mobile app** using **lightning**.
* Involved in the training sessions to the internal business users to use the application and develop their own custom report.
* Developed **Workflow Rules**, Time-Dependent Workflow **Actions, Email Alerts** and **Field Updates.**
* Developed client-specific solutions on the Force.com platform using **Apex, Visual Force, Process Builder** and **Visual Flows.**
* Worked with **Data loader** for loading the attachments into salesforce.com, related to objects like **Accounts**, **Contacts, Opportunities,** and **Activities.**
* Created and maintained **User Roles, Security, and Profiles** that was required for the Salesforce Knowledge implementation.
* Implemented and Consumed Knowledge Base **Dashboards** & **Reports App Exchange** for providing Reports and Dashboards that monitors the Knowledge Base.
* Managed and implements customization requests by Business Users, including creating workflow triggers, workflow alerts, and automated email response.

**Environment:** Saleforce.com platform, Apex Language, Visual Force (Pages, Component & Controllers), Pages, Data Loader, S-Controls, HTML, Java Script, Apex Triggers, SteelBrick, Web Services, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading.

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| **R Systems - Sacramento, CA** | **Salesforce Administrator** | **Feb 2016 -Sept 2016** |

* Deployed **Apex Classes, Controller Classes, Extensions** and **Apex Triggers** for various functional needs in the application. Developed Batch Apex classes and scheduled those using Apex Schedulable classes on hourly basis.
* Interacted with various business team members to gather and document the requirements for Salesforce Interface development and documented them.
* **Designed**, documented, **built**, **testing** and **deployed** **alerts**, **reports** and **complex** **dashboards** within Salesforce.
* Created **profiles** and implemented **Object** and **field** **level** **security** to hide critical information on the profile users.
* Performed **Requirement** **Gathering** for client preferences and data management.
* Worked with **Validation Rules, Workflow**s, **Approval Process** and Reports & Dashboards.
* Experience in using Force.com Web services API for implementing web services in the application for access to data from different users using REST
* Supported the data migration activities for data migration from various business centers and business center users with the support of Saleforce.com.
* Used the **sandbox** for developing and **UAT** and **change sets** for the deployment after **UAT**.
* Used **field** level **security** along with page layout to manage the **visibility** and **accessibility** of **fields** for different profiles.
* Worked on migrating from classic to **lightning**, worked the way based on check readiness reports.
* Installed Salesforce **AppExchange Apps**, configured and maintained user security permissions in compliance with organizational needs.
* Developed **Apex Classes**, **Controllers** and **Apex Triggers** as per the requirements.
* Developed **Visualforce Pages** to include extra functionality and wrote Apex Classes to provide functionality to the visual pages.
* Created **email templates** and inbound emails using **Visual Force** for clients and customers
* Implemented **Agile Development Methodology** and **Scrum Methodology.**
* Created **email templates** and **inbound emails** using Visual force for the clients and customers.
* Designed, and deployed the **Custom objects**, **Entity-Relationship** data model, **validation rules** on the objects and tabs, **Page layouts, Custom tabs, Components, Visual Force Pages** to suit to the needs of the application.
* Developed and configured various **Reports** and **Report Folders** for different user profiles based on the need in the organization. Modified and deployed workflows wherever necessary.

**Environment**: Saleforce.com platform, Apex, Visual Force (Pages, Components, Controllers & Extensions), Data Loader, SOQL, SOSL, Apex Triggers, Reports, Email Services, Security Controls, HTML, Java Script, Eclipse IDE, SOAP, Windows XP, Sandbox, Test Classes.

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| **Marist - Poughkeepsie, NY** | **System Analyst** | **Jan 2015 – Dec 2015** |

* Monitoring the campus **networks** and **mainframes**
* Ensuring systems and services are available, **health** **checks** of these systems on hourly basis through system logs.
* Backing up the data on a regular basis.
* Used **SYBACK, SFSFULANT, SFSINCAT, VMFULLANT, VMINCAT** operations to back up the data on VMware.
* Interacting with **networking** **team** and updating to the supervisor by the end of the shift.
* Understanding the **server** **backups**, Creating, and **running** **the** **jobs**.
* Troubleshooting the issues with **servers**.
* Supported Student help **desk** **application** and solved various logged support tickets.
* Developed student database for the various projects using **DBMS**

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| **Veritra IT Solutions** | **Salesforce Administrator** | **August 2013 – July 2014** |

* Worked on various Salesforce.com Standard objects like Accounts, Opportunities, Leads, Campaign, Events, Tasks, Contacts and Cases.
* Worked with **SOQL, SOSL** queries with Governor Limitations to store and download the data from Salesforce.com platform database.
* Integrated applications using web services by consuming the WSDL files for extracting the data from the external systems.
* Meet regularly with interdepartmental work group to monitor and evaluate the portal, discuss policy issues and recommend service improvements.
* Performed the detailed analysis of functional and technical requirements; designed & deployed the custom objects; identified the **lookup** and **master-detail relationships**; and created the junction objects.
* Created **email templates** and inbound emails using **Visual Force** for clients and customers.
* Enabled Chatter for the Organization and to effectively communicate with the users in the Organization.
* Developed business documents for Salesforce.com Custom objects.
* Used Force.com Migration tool to make deployments to different **sandbox** environments.
* Used Force.com Eclipse IDE for developing **Apex Pages**, **Controller Classes** and **Triggers** for deploying the projects components into different Sandbox Environments.
* Configured **Custom Objects, Formula Fields, Validation Rules, Assignment Rules, Workflow**
* Configured **List Views, Custom Reports** & **Dashboard**.

**Environment*:*** Saleforce.com platform, Force.com IDE, Apex, Visual Force, Data Loader, HTML, Java Script, Email Services, Security Controls, Sandbox data loading, Eclipse IDE, Windows XP Pro.