

# Sundar Prasad

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## SYNOPSIS

An astute with overall 2 years 8 months of experience as Oracle Marketing Cloud Consultant, Salesforce marketing Cloud Consultant. Pardot & Eloqua Specialist, development, management and maintenance using different tools and applications.

## SKILL SET

- **Digital Marketing (Cross channel):** Oracle Responsys Cloud Marketing, Pardot, Eloqua, Salesforce Marketing Cloud.
- Other skills including but not limited to Javascript, Oracle SQL, HTML, SQL, RPL functions, AMP Script , data modeling, API testing, API calling through Postman

## Certifications

- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Consultant.
- Salesforce Pardot Specialist [Credential](#)

## EMPLOYMENT SUMMARY

### Digital Interakt Experience

**Clients:** OSN (Dubai), BBQ Nation, Harshit Info Solutions, Ice Cube Digital, Adsizzler, Mangodata, World Vision India, ComplianceIQ, College Dunia, Right Click Hub, Rajasthan Patrika, Vinam solutions, Youth4work, ApnaPaisa, Adz Junction, Mera Events, Logicserve technologies

<b>Industry</b>	IT
<b>Organization</b>	Digital Interakt
<b>Designation</b>	Marketing Cloud Consultant
<b>Project</b>	OSN, WAVO, ADSERT,FASSOS,APTDC,BBQ,
<b>Role</b>	Project Lead
<b>Technology Used</b>	Oracle Responsys, Eloqua, Salsesforce

## **Responsibilities:**

- Creating and launching Email, SMS, PUSH campaigns
- Q/A testing of campaigns
- Analyzing daily reports to keep track of the sub-domain reputation
- Loading Data using Source files through Manual load and Connect jobs into tools
- Involved in Data Discovery – Understand Clients business and design data model
- Involved in Data model designing- Bring relevant data into marketing tool 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
- Interacting with Client and updating the status
- Creating the Internal and external forms
- Creating the landing pages and HTMLs.
- Building Complex journeys
- Creating programs based on the customer requirements.
- Lead nurturing
- Involved in Client meetings and presentations
- Handled three accounts for different brands for Knowledgehut
- Handled two accounts for different brands for Harshit Info Solutions
- Involved in designing remediation plan to avoid emails landing into SPAM and instead land into Inbox for Gmail users
- Monitor and maintain the domain reputation to improve Clients deliverability
- Website tracking .
- Designing the Lead scoring models
- Based on the client requirement designing creating the user management.
- Integrating the SFMC with Salesforce.com
- Integrating the Pardot with Salesforce.com
- Integrating the Eloqua with Salesforce.com

## **EDUCATIONAL QUALIFICATIONS**

- Completed BSC (MPCS) in KRISHNAVENI DEGREE COLLEGE with an aggregate of 69% in 2017
- Studied (10+2) at Krishnaveni Junior College, Narasaraopet with 73% in 2014.
- Completed SSC at ZPHS, Minnekallu with 66% in 2012

## **STRENGTHS**

- Adaptability in dynamic environment
- Quick learning capability
- Team player

## **EXTRACURRICULAR ACTIVITIES**

- Coordinated the **COLLEGE FEST** in KRISHNAVENI DEGREE COLLEGE.
- Won **CRICKET TROPHY** conducted by EENADU GROU

## **Declaration**

- I declare that all the above information is accurate to the best of my knowledge.