**SIVA KUMAR REDDY.Y**

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**CAREER OBJECTIVE**

 Looking forward to a challenging and rewarding Position as a Salesforce Marketing Cloud Consultant with state-of-art technology where my analytical, troubleshooting skills, experience in business process knowledge can be put in for the successful execution of the projects.

**PROFESSIONAL SYNOPSIS**

* Have Total 5+ Years of experience in the IT Industry, with 3 Years of experience in Salesforce Marketing Cloud.
* Possess good knowledge of Salesforce Marketing Cloud and Setting up Simple campaigns using Journey Builder.
* Created templates for sending the emails and worked on landing pages.
* Worked on personalization string in templates.
* Worked at Automation studio and created related Activities like File transfer, Data export, Import, SQL Query, Calling Journey from automation to trigger Email and SMS.
* Used script activity to delete the contacts from shared DE by writing SSJS for contact deletion process.
* Calling another automation from one automation by using script activity by SSJS code.
* Configuring journey by using different activities like SMS, Email, Wait period, Engagement split, Task activity etc.,
* Created a cloud page to collect the data from the customer where the link is embedded in email itself and stored in DE.
* Built a process by using cloud pages example., User will update the details in the cloud page and the back end will process different pages and show it to the user based on the output.
* Worked on user creations and role assignments.
* Worked on AMP script to insert, update the data in a data extension.
* Tracking total number of emails sends, opens and bounce. Extracting the reports by using Dataview and Sendlogs according to the requirements to send follow-up emails.
* Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform
* Integrated SFDC to SFMC using MC connector and have knowledge on synchronization process along with SYNC DE configuration.
* Good Communication and Documentation Skills.

**TECHNICAL SKILLS**

Reporting Tools : MS-Excel.

Scripting Languages : AMP Script

Database : SQL

Others : Exact target- Marketing Cloud, Salesforce CRM

**WORK EXPERIENCE**

Working as a Marketing Cloud Consultant **for “Vengai Software Solutions Pvt Ltd”** **Since** **November 2017 – Till Date.**

**PROJECT DETAILS**

**PROJECT #3**

**Organization**  : Vengai Software Solutions Pvt Ltd

**Client** : Cargill Incorporated

**Modules** : Lead Integration, Final Contract data

**Role** : Marketing Cloud Consultant

**Environment** : Salesforce Marketing cloud

**Period :** Mar 2021 – Till date

**Roles and Responsibilities:**

* Creating Data Extensions as per the requirement.
* Created an email and SMS templates using personalized strings in the template and used AMP Script to customize the logic and populate data.
* Automated the process through Automation Studio which is scheduled and consists of various activities- queries, file transfer, data filter, data extract, data import Send Email.
* Developed and maintained large volumes of deadline-driven email campaigns and configured them.
* Writing complex SQL queries to fetch the data from Synchronized DE’s by using different joins and functions.
* Using Journey Builder targeted customers as per the business flow. Used activities like Email, SMS, different wait attributes, join, decision split, Engagement split, update contact etc.,
* Using journey builder created a case in Salesforce by using case activity.
* Tracking total number of email sends, opens, clicks and bounce etc., extracting the reports according to the requirements to send follow-up emails.
* Developed cloud pages to integrate in the email as a link to check customer details like first name, last name, phone number.

**PROJECT #2**

**Organization**  : Vengai Software Solutions Pvt Ltd

**Client** : Star Wood Residential Trust

**Role** : Marketing Cloud Consultant

**Environment** : Salesforce Marketing Cloud

**Period :** Aug 2020 – Feb 2021

**Roles and Responsibilities:**

* Automated the import, extract and query activity using Automation Studio.
* Creating cloud pages for creating a new record in SFDC object from SFMC
* Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform
* Created Data Extensions, Data Filters and Filters. Created User Initiated emails.
* Developed AMP script code to implement business requirements by creating Dynamic content.
* Used Automation studio for performing actions such as imports, extracts and SQL query activities.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation
* Worked on Data views and Sendlog to track user behaviour and retarget them.

**PROJECT #1**

**Organization**  : Vengai Software Solutions Pvt Ltd

**Client** : DMI Finance

**Role** : Consultant

**Environment** : Salesforce

**Period** : November 2017 – June 2020

**Roles and Responsibilities:**

* Management of security settings, workflow rules, approval processes, page layouts, record types, org-wise defaults, etc.
* Create and maintain notifications, validations.
* Expertise in issue identification, analysis and resolutions.
* Involved code deployment in Eclipse IDE.
* Create custom CRM Reports & Dashboard.
* Worked on different Scenario’s based on business demands.
* Automated the Sales and Support activity by using Salesforce CRM Automation.
* Involved in creating automated field processes by using Triggers based on Events.
* Involved in creating roles, profiles and maintaining security.
* Involved in Time Workflows, Relationships.
* Performed the role of support engineer for the internal users and helped them in getting used to the application, generated reports and saved them for further access to the users.
* Used the sandbox for testing and migrated the code to the deployment instance after testing.

**ACADEMIC PROFILE**

* MBA from JNTU Hyderabad, Telangana.
* B.Sc Computers from Sri Krishnadevaraya University, Anantapur.

**DECLARATION**

I hereby declare that the details furnished above are true to my knowledge and given an opportunity, I will do my best and shall be an asset to your company.

Place:

Date: (Siva Kumar Reddy. Y)