Neelima Nambaru

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💶 Profile

- A Professional with 4+ overall years of experience in IT in which 3+ years of experience in Marketing automation platforms like Salesforce marketing cloud and Eloqua.
- Seeking for the position with related platform in the challenging environment to improve my skills in which I can positively contribute towards the growth of the organization.

Professional Experience

Associate Engineer, HTC Global Services

- Worked on Eloqua and Salesforce Marketing Cloud platforms as Associate engineer.
- Marketing Automation expert in Campaign Management and Data Analysis projects.
- Worked as a developer with extensive hands-on experience and understanding on Cross Channel Campaign Management and Marketing Operations.
- Having good experience in scheduling and activating campaigns, creating segments according to business requirements.
- Extracted and delivered Eloqua email and campaign analysis reports for different brands.
- Excellent Experience in performing Data Imports/Export using Data Loader and Import Wizards in SFMC.
- Tasks like data engineering (MS Excel) Consolidated and customized raw KPI data for various brands across the markets.
- Worked on Web Studio for Landing pages and forms in SFMC.
- Good knowledge on SQL, AMP Script, HTML
- Scheduled and activated different types of campaigns with different scenarios in Journey Builder.
- Deployed single and multi-step journey campaigns across the markets in Eloqua.
- Performed A/B testing for emails in Email studio of SFMC.
- Exporting the reports as per the requests from Eloqua insights, email or campaign analysis reports and delivering to the business within time.
- Communicating with the business regarding the tasks and timelines.
- Regularly monitoring and tracking the performance of the journeys done in SFMC.
- Good hands on practice in creating blocks from scratch for emails, landing pages etc.
- Creating segments using filter criteria like compare contact fields, globally unsubscribed, marked as hard bounce backs, clicked any email etc. in Eloqua.
- Deployed campaigns using landing pages/ emails/ forms in multi-step campaigns.
- Good understanding and knowledge of AMP Script.
- Performed A/B testing from the deployment of single step campaigning in Eloqua.

Nov 2021 – Aug 2023 Hyderabad, India SFMC Analyst, Geniebee Systems Private Limited

- Worked for 2.6 years at Geniebee Systems pvt ltd. in which 1.8 years into salesforce marketing cloud platform as SFMC Analyst.
- Build the complex journeys in salesforce marketing cloud.
- · Worked on automation studio, Email studio, journey builder, contact builder in marketing cloud.
- Designing the email using content blocks.
- Migration of the asset from one business unit to another unit.
- Creating relationships between Data Extensions in contact builder.
- Good knowledge of SQL, HTML, AMP Script.
- Worked on journey builder using flow controls like Decision split, wait by duration, engagement split, random split etc.
- Sending timesheet related emails to employees across the company through automation studio.
- Worked on automation studio by using activities like Import file, data extract, file transfer etc.

Organizations

HTC Global Services, Associate Engineer Hyderabad, India HTC Global Services, established in 1990 and headquartered in Troy, Michigan is a provider of information technology and business process services. Geniebee Systems Private Limited, Salesforce Marketing Cloud Analyst Geniebee Systems Private Limited is a private incorporated in 2016. It is classified as non-government company and is registered at Pune. Education **PGDM**, Visakha Technical school of business, AICTE Finance and marketing specialization with A+ Grade Visakhapatnam, India

Bachelor's in Business Management, Andhra University Finance specialization with 8.1 CGPA

Intermediate, Sri Chaitanya Junior College MEC background with 89%

10th Class, Dolphin International Group of Schools CBSE, Qualified with 7.6 CGPA

Personal Information

Full Name : Neelima Nambaru Father's Name : Nambaru Murali Krishna Occupation : DGM, Electrical Department Husband's Name : T.S.D Nandan **Occupation : Software Engineer** Date of Birth : 26/07/1996 Marital Status : Married Nationality : Indian Address for Communication : LIG-240, Phase 7, KPHB, Kukatpally, Hyderabad, 500072.

2018 - 2020

2014 - 2017 Visakhapatnam, India

2012 - 2014 Visakhapatnam, India

2011 Bhubaneswar, India

pune, India



I hereby declare that all the above information is true, accurate and correct to the best of my knowledge and belief.

Neelima Nambaru

Hyderabad