# 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

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