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Kishore Reddy

Marketing Cloud Developer

CERTIFIED
Marketing Cloud
Email Specialist

EXPERIENCE SUMMARY

6 years of total working experience into Salesforce Marketing Cloud, Salesforce Service cloud and Adobe Campaign standard as a Developer.

PROFESSIONAL SUMMARY

- ➢ Working knowledge in build and configuration of Business Units, assigning correct permissions, Data Extract, File Transfer, Imports, Data Extensions, Contact builder, Content Builder, Automation studio and Journeybuilder in the account.
- ➢ Good working knowledge in working with Triggered sends.
- ➢ Proficiency in developing Automations, Journey Builder Workflows, Data Extensions
- ➢ Proficient in implementing Send logs to capture the emails sent and analyze the Not Sent and find the root cause for the emails that not sent.
- ➢ Good Knowledge on AMPscript language to create various personalized email campaigns.
- ➢ Good Knowledge in SQL language for writing queries in Automation studio on Data Extension and Data views.
- ➢ Coordinating with the team for email operations, building and Segmenting audiences, and creating automated campaigns.
- ➢ Good Knowledge in working with Salesforce Marketing cloud REST API.
- ➢ Analyzing the business requirement from the client and estimate the sprint.
- ➢ Basic working knowledge with Salesforce service cloud like creating custom objects, Queues, Email-to-case, Web-to-case, salesforce flows, Einstein Bots.
- ➢ High ability to work on Agile Methodology projects.
- ➢ Proficiency in business tools like Salesforce Marketing Cloud, Adobe Campaign Standard, FileZilla, Azure DevOps, Atlassian Jira
- ➢ Responsible for providing marketing Cloud training to team members as needed.
- ➢ Adaptable to challenging & creative environments with capacity to adjust to new technologies and skills.
- ➢ Basic Knowledge in Salesforce service cloud concepts like Creating custom Objects, Queues, Email-to-case, Web-to-case, salesforce flows, Einstein Bots, Apex and LWC
- ➢ Fast Learner results oriented and skilled in providing solutions to complex Systems.

SKILLS

Salesforce Marketing Cloud	Salesforce Service Cloud	SQL
Amp Script	Adobe Campaign Standard	JavaScript	HTML

Ticketing Tools: Jira & Azure DevOps

EDUCATION DETAILS

➢ **Malla Reddy Engineering College, (JNTUH)** Bachelor of Technology, Electronics andCommunications Engineering 2013 – 2017.

EMPLOYMENT DETAILS

➢ Worked with Capgemini from March 2018 to June 2022.
➢ Currently working with Publicis Sapient from June 2022 to till date.

PROFESSIONAL EXPERIENCE

PROJECT-1   : **June/2022 to Present**
Client   : **E-Commerce**
Technology/Tool : **Salesforce Marketing cloud, Salesforce Service cloud, Jira, FileZilla**
Role   : **Developer**

ROLES AND RESPONSIBILITIES

➢ Responsible for building and configuration of Business Units, creation of landing pages, Data Extensions in the account as per the business requirement.
➢ implementing Send logs to capture the emails sent and analyze the Not Sent and find the root cause for the emails that not sent.
➢ Involved in creating custom objects, Queues, Email-to-case, Web-to-case, salesforce flows, Einstein Bots in Salesforce service cloud.
➢ Basic Knowledge in working with Apex and LWC.
➢ Involved in creating Triggered sends for various transactional emails.
➢ Involved in creating Custom preference center to capture the data and store in the salesforce and retrieve the contact data and show it to the end user in the preference center if the subscriber exists.
➢ Involved in developing the Automations on an immediate, triggered,or scheduled basis as per the business requirement.
➢ Troubleshooting the defects and finding the root cause analysis of theissues occurring.
➢ Worked on AMPs Script to build the Dynamic personalized emails.
➢ Responsible for monitoring of defects in Automations and Email Deliverability.
➢ Responsible for handling Triggered sends using API Calls as

per the requirement.

- ➢ Responsible for deployment of Automations, Journey Builder campaigns,Data Extensions as per the business requirement.
- ➢ Provided new approaches and solution to team also Salesforce MarketingCloud training for new team members when needed.

PROJECT-2   : **Apr/2020 to June/2022**
Client   : **E-Commerce**
Technology/Tool   : **Salesforce Marketing Cloud, Azure DevOps,**
FileZillaRole   : **Developer.**

ROLES AND RESPONSIBILITIES

- ➢ Responsible for building and configuration of Business Units, creation of landing pages, Data Extensions in the account
- ➢ Involved in creating and developing the responsive campaign Journeys asper the business requirement.
- ➢ Involved in developing the Automations on an immediate, triggered,or scheduled basis as per the business requirement.
- ➢ Worked on AMPs Script to build the Dynamic personalized emails
- ➢ Responsible for monitoring of defects in Automations and Email Deliverability.
- ➢ Responsible for handling Triggered sends using API Calls as per therequirement.
- ➢ Responsible for deployment of Automations, Journey Builder campaigns,Data Extensions as per the business requirement.
- ➢ Responsible for designing the landing pages for required data extensions as per business requirement.
- ➢ Provided new approaches and solution to team also Salesforce MarketingCloud training for new team members when needed.
- ➢ Responsible for peer reviewing the Automations, Journeys, andConfigurations.

PROJECT-3   :   **Oct/2018 to Feb/2020.**
Client   : **E-Commerce**
Technology/Tool   : **Adobe Campaign Standard, Jira,**
FileZillaRole   : **Developer.**

ROLES AND RESPONSIBILITIES

- ➢ Involved in developing various workflows like import workflows, campaignworkflows, export workflows.
- ➢ Involved in creating schemas and configuring the predefined filters for

theSchema.

- Involved in creating Typologies, Services, and Brands as per the business Requirement.
- Responsible for production deployment.
- Responsible for configuring the profile Acquisition and subscription landingpages.
- Analysis of the requirement and estimate the sprint.

PROJECT-4   **: Jul/2018 to Sep/2018**
Client   **: Communication**
Technology/Tool   **: Drupal 8, Jira**
Role   **: Functional Tester**

ROLES AND RESPONSIBILITIES

- Involved in requirement analysis and test estimation.
- Create, execute, and update functional test cases.
- Log the issues in Agile Accelerator and take complete ownership of theticket.
- Performed peer reviews of test cases.
- Attend status calls with Onshore team and responsible for Sprintdeliverables.

DECLARATION

This is to certify that the above information is true to the best of my knowledge.

Kishore Reddy