**Shaik Rahena (Salesforce Marketing Cloud Developer)**

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**Professional Summary:**

* I am holding **4** years of overall experience in IT Industrywith a proven track record of consistently exceeding performance goals.
* Having **3** years of experience in **.net technologies** and **SQL** and **1+** year of experience in **Salesforce Marketing Cloud**
* Designed, developed, implemented and optimized email marketing campaigns with an emphasis on **Email Studio, Journey Builder, Data Extension, and Triggered sends, Content Builder, Contact Builder.**
* Developed email templates and dynamic using **HTML and AMP Script.**
* Developed **AMP script** code to execute business necessities by making Dynamic substance.
* Experience in **C#.net, ASP.Net, HTML5, CSS3, JavaScript, jQuery and Angular.**
* Experienced in using **Journey Builder to design** and automate responsive multi-channel campaigns.
* Involved in different **email campaigns and used AMP script for data from Data Extension.**
* Created journeys and implemented marketing campaigns using marketing cloud tools like **Journey builder, Email Studio.**
* Experience on **Agile methodology** and **involved daily scrum calls**.
* Created and used **User-Initiated and Triggered Automations** like Data Extract, Filter, Import and Transfer File, Refresh Group, Query, Wait Activity and Send Email using Automation Studio.
* Worked on **email reporting and tracking**, recommend improvements, enhancements and testing strategies for future programs.
* Hands on experience on designing pages using **HTML.**

**Professional Experience:**

**Conduent Business Service India Pvt Ltd (From Dec-2018 to till date)**

**Role: Associate Developer**

**Project Name** : **Care management**

**Description:**

Care Management is a care performance platform, will be operated by admin. It’s used to measure quality of treatment provided by hospital, and report will be submitted to government sectors. It is a healthcare analytics and workflow software platform which helps to collect and analyze volumes of patient-care data and deliver detailed recommendations for better health care.

**Responsibilities:**

* **Configuration & Setup** with the Sales Cloud **Marketing Cloud Administration**.
* Designing email templates with **AMP SCRIPT** with creating Dynamic email content as per given requirement of the business.
* Used **AMP scripting** to use data from Data Extensions and utilized Exact Target’s AMP script to automate email sending processes.
* Designed and configured journeys using activities within the **Journey Builder** to validate the handset verification process.
* Used **Automation studio**for performing actions such as **imports, extracts and SQL and script** activities.
* Coded **mobile responsive emails**, landing pages and **digital ads** from scratch, and stay up to date with emerging **email marketing best practices**.
* **Tested all emails** before launch for **accuracy**, tracking, and readability across devices and email service providers.
* **Scheduling the deployment** in the **Salesforce Marketing Cloud**application and providing completion communications to the client.
* Developed and implemented new marketing campaigns to our existing customer base, from conception to execution and iteration.
* Responsible for **email deployment**, including campaign set-up, segmenting audience, targeting, automating, structuring **A/B test, QA**, scheduling deliveries, tracking and reporting.
* **Track campaign metrics** including sends, click through rates and other measures using both **exact target** and google analytics along **with Excel, building dashboards** to present analytics to company stakeholders.
* Privacy terms the **emails campaigns** are designed according to regulations, using the **CAN-SPAM** rules.
* Creating Triggered emails and Soap UI testing for various records.
* Creating content areas for standard usage of similar contents in email.
* Worked on a health engagement portal, which uses Salesforce platform.
* Worked on MC connector setup between Salesforce.com and Salesforce Marketing Cloud to enable the data flow in Contact Builder.
* Journey set up to contacts coming from Salesforce using journey builder.

**Environment:** Salesforce Marketing Cloud Platform, (Exact target), JavaScript, HTML5, CSS3, jQuery, CSS, SOAP and REST API. HTML, Email marketing, Journey Builder, A/B Testing.

**Astir It Solutions (From Dec-2016 to Dec-2018)**

**Role: .net Developer**

**Project Name** : **Payroll Hub Entry**

**Description:**

Every business has the need to increase efficiency and organization. Hub Entry is a tool designed to do just that; make your business run more efficiently. Hub Entry is a web based business tool that addresses all of your back end office functions. This includes project management, timesheet tracking, document management, contract management, MSA tracking, and immigration compliance. Being situated on the cloud, Hub Entry gives the added benefit of providing remote access to these functions, putting critical information at your fingertips. In addition to providing tools for the back office, Hub Entry’s unique immigration module is designed specifically for H1B employers and their risk management.

**Responsibilities:**

• Worked in C# Code with Web Applications.

• Analyze problems and develop solutions to meet customer needs.

• Documenting the Issue and its cause and displays in Grid View.

• Unit testing and solving bugs.

**Environment:**  C#, Asp.Net, SQL Server 2012, VS-2015.

**Skills:**

|  |  |
| --- | --- |
| Operating System | Windows XP/8/10 |
| Programming Languages | C# .Net, Asp.Net, Ado.Net, Angular, amp script, Rest/Soap api |
| Web Technologies | HTML,CSS |
| **Salesforce Marketing Cloud Module** | Email studio, Mobile studio, Content Builder, Journey Builder, Automation studio, Cloud pages, Personalization Builder, Contact Builder, Web Studio |
| Database | SQL 2012 |

**Education:**

* **B.Tech** from Computer Science and Engineering, India (JNTU Ananthapur) in 2013.

**Declaration:**

I hereby declare that the information furnished above is true to the best of my knowledge.

Place: Hyderabad **(Shaik Rahena)**

Date: