# NIKHILA UNNAM

**Email:** nikhilasfmc@gmail.com

**Phone:** +91 8639780554

**| Professional Summary |**

* Hands-on experience on Data Management, Email Studio, Journey Builder, Automation Studio, Contact Builder in SFMC.
* Experience in creating, implementing and updating Automations, Journey Builder, and Contact Builder.­
* Experience in creating and managing Lists, Data Extensions, and Suppression list.
* Experience in performing various activities (Import, Data Extract, File transfer, Send Email) in Automation studio.
* Experience in configuring Sender Authentication package (SAP), RMM.
* Experience in creating Send Classification (Can Spam Compliance, Sender profile and Delivery profile).
* Experience in creating various business units and assigning business user’s roles and permission.
* Experience in integrating Marketing cloud account with Salesforce CRM.
* Experience in APIs and establishing connections with external systems.
* Experience in writing SQL statements and Data Views like opens, clicks and bounce.
* Experience in writing AMP script for Dynamic content and email personalization.
* Handling multiple projects at a time, involving in client meetings and delivering client requirements on time.
* A team player with a strong work ethic, a positive attitude and the ability to make the best use of individual resources.
* Committed to excellence, and a prudent developer with strong problem-solving, analytical skills and communication skills.

**|Skills |**

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| * Email Studio
* Automation Studio
* Journey Builder
* Content Builder
* Contact Builder
* AMPscript
* Cloud Pages
* Mobile Studio
 | * File Zilla
* SQL
* API
* SSJS
* REST
* SOAP
* Agile
* Marketing Cloud Connect
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**|Certifications |**

* Salesforce.com Certified Email Specialist

**|Education|**

* Completed B.Tech from Vidya Jyothi Institute of Technology with 78%.

**| Career Experience |**

* Worked at Thermo Systems, Hyderabad from November’2018 to December’2020.

**| Projects Undertaken |**

**Project: #1**

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| Client: | MasterCraft |
| Company: | Thermo Systems |
| Role: | Salesforce Marketing CloudAdmin/Developer |
| Environment: | Salesforce Marketing Cloud |
| **Responsibilities:*** Worked on Send Relations, managed data in All subscribers list.
* Worked on import wizard and Queries, import, Data Extraction and File Transfer
* Worked on Automation studio and have used Scheduled and File transfer automations.
* Worked on Automation activations and performed part of the requirement
* Worked on FTP to import and export the data in the Marketing Cloud.
* Supporting issue related to Reply Mail Management, sender profile, profile Centre.
* Brief knowledge about Journey Builder, Mobile Connect, Social Studio and Advertising Studio.
* Created various Business units under the parent business unit.
* Worked on Lists and Data Extensions. Created various data extensions part of the requirements
* Integrated Salesforce CRM org with Marketing Cloud using Marketing cloud connector.
* Created Data Relations and used Drag and drop to segment the data.
* Worked on the Content builder to build the email templates.
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**Project: #2**

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| Company: | Thermo Systems |
| Role: | Trainee |
| **Responsibilities:*** Worked on SAP (System Application & Products in Data Processing).
* Collecting the product details for production from design team through SAP.
* Managing the work flow of production.
* Interactions with Planning &Sales.
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**| Personal Details |**

* Father Name : Unnam Srinivasulu
* Date of Birth : 1st July 1997
* Marital Status : Married
* Gender :Female
* Languages Known : English, Hindi, Telugu

**| Declaration |**

I hereby declare all the above information is true with the best of recent knowledge.

 **(UNNAM NIKHILA)**