Ramesh M

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**Summary**

* An experienced professional with 7.6 years of experience in Salesforce IT, with 6.8 years of Experience in Salesforce Marketing Cloud and Data Cloud (CDP).
* Possess good knowledge of Salesforce Marketing Cloud and Salesforce Service Cloud.
* Created templates for sending the emails.
* Worked on landing pages.
* Worked on personalization string in templates.
* Worked on Automation studio and created related Activities.
* Created User-Initiated emails and Automation steps.
* Locate subscribers with emails as subscriber key and delete them from the account
* Locate subscribers with SFID as subscriber key and delete them from the account those who also have a subscriber with a SFID.
* Expertise in configuring Data Streams, Data Models, Calculated Insights, Segments and Activation on Salesforce Data Cloud (Customer Data Platform)
* Configured Data Model and Identity Resolution.
* Created and Configured CI and Segments.
* Delete the subscribers (Lead and Contact) who are not existing in the Synchronizing Data Extensions.
* Implemented the custom Manage Preference Center to opt-out the communication channel.
* Experience in creating content, templates, HTML emails, and template-based emails.
* Hands-on experience in building and executing campaigns in Salesforce Marketing Cloud.
* Implemented Journey Builder Custom Activity for In-App Notifications and Push Notifications.
* Implemented API Event and Transactional Send Journey through REST API.
* Developed AMP script code to implement business requirements by creating dynamic content.
* Provided customized solutions using Amp script and SSJS
* Experience in SFDC development using Apex classes, Triggers, test classes, and Visualforce pages.
* Proficiency in salesforce administrative tasks like creating objects, fields, Profiles, Roles, Validation rules, users, page layouts, workflows, and Process builder.
* Experience with data security model using OWD, Role, Public Group, Permission Set.
* Ready to Explore and learn new technologies.

**Skills:**

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| --- | --- |
| * Email Studio * Automation Studio * Journey Builder * Content Builder * Contact Builder * Mobile Connect * AMP script * Web Studio * HTML * Marketing Cloud Connect | * SQL * API * SSJS * REST * SharePoint * FileZilla * Query Studio * Package Manager * AJAX * Apex Programming |

**Experience**

**Sr Salesforce Marketing Cloud Developer**

**Project 1**

**Responsibilities:**

* Implemented the custom Manage Preference Center page using community Site Page.
* Implemented Transactional Send Journey through REST API.
* Build both custom Preference and Unsubscribe page.
* Maintaining subscriber database in data extensions and lists, analysis of email sends tracking information, designing emails and content blocks.
* Profound knowledge of Integration of Marketing cloud and Sales cloud. Syncing data between the two clouds, creating import activities for reports and objects.
* Implemented API Event Entry Source using SSJS in Cloud Page.
* Created templates and reused during Email Creation.
* Monitoring the daily task and sharing to the client shared folder.

**Project 2:-**

**Responsibilities:**

* Triggered emails in SFMC using Webhooks
* Implemented Delivery Notification and customer Survey feedback
* Developed the content blocks based on the client requirement and personalizing the JSON data using Guided Template Language.
* Developed the multiple landing pages and code resource like JSON.
* **Expertise in configuring Data Streams, Data Models, Calculated Insights, Segments and Activation on Salesforce Data Cloud (Customer Data Platform)**
* **Configured Data Model and Identity Resolution.**
* **Created and Configured CI and Segments.**

**Project 3**

**Responsibilities:**

* Implemented Journey Builder Custom Activity for In App-Notifications and Push Notifications.
* Configured data relationships in Attribute Group in Contact Builder to use in the journeys.
* Analyzing the journey flow and providing solutions to the client if there are any changes required.
* Implemented Dynamic Sender Profile Configuration.
* Integrated Salesforce CRM org with Marketing Cloud using Marketing cloud connector.
* Implemented AMP Script for email personalization and cloud pages.
* Send Emails through Trigger Sends in Cloud Pages.
* Multiple Data Extensions and Folders are creating and searching through SSJS.
* Created templates and reused during Email Creation.
* Updated the half millions of records through SQL Query Activity.
* Monitoring the daily task and sharing to the client shared folder.
* Worked on Integrating Service cloud with Marketing cloud.

**Project 4**

**Responsibilities:**

* Created cloud pages to update the subscriber information in the data extensions through custom profile centers.
* Implemented API Event as entry source in Journey Builder.
* Implemented Journey Builder Custom Activity with backend NodeJS.
* Managed triggered Emails through the REST API.
* Inserting AMP scripts for Personalization of the Email Content.
* Creating Data Extensions as per the requirement.
* Automated the process through Automation Studio which is Scheduled and consists of various activities - queries, file transfer, data filter, data extract, Send Email.

**Project 5**

**Responsibilities:**

* Created User-Initiated emails and Automation steps (in SFMC Tool).
* Sent email proofs to the recipient (in SFMC Tool).
* Worked on complex MySQL queries based on user requirements.
* Worked on landing pages.
* Worked on amp script to insert the data in a Data Extension.
* Worked on personalization string in templates.
* Creating customer journeys for efficiently segregating data.
* Performing A/B testing, monitor campaign performance.
* Tracking email send and generating reports.
* Mapping and loading data into Salesforce Marketing Cloud.
* Creating user initiated and triggered send email send definition under interactions.

**Project 6**

**Responsibilities:**

* Created User-Initiated emails and Automation steps (in SFMC Tool).
* Validating email functionality and appearance across different devices.
* Configured data extension, Data filter activity, and Queries.
* Worked on Automation studio and created related Activities.
* Automated the import, extract, and Query activity using Automation Studio.
* Automated the process through Automation Studio which is Scheduled and consists of various activities - queries, file transfer, data filter, data extract, Send Email.
* Created User-Initiated emails and Automation steps.
* Implemented the Qure Device Diagnostic tool.
* Worked on created Journeys, Data Extensions, Email Templates, Profile Management, Sender, and Delivery Profiles.
* Inserting AMP scripts for personalization of the Email Content.
* Developed Apex Classes, Apex Triggers, and lightning Components for various functional needs in the application.

**Project 7**

**Responsibilities:**

* Created custom objects, fields, record types, page layouts, and lookup filters.
* Created triggers to accommodate business requirements.
* Manage profiles, permission sets, OWD, and Sharing depending on the business requirement.
* Created validation rules as per business requirements.
* Migrating data into Salesforce through Data Loader.
* Involved in Unit Testing and Test Coverage for Apex Classes and Triggers.

**Project 8**

**Responsibilities:**

* Responsible for delivering Salesforce.com implementation project for a US Foods corporation.
* Responsible for Development, Testing, and Deployment for salesforce.com Implementations.
* Responsible for Developing JQuery methods and HTML5 pages for Salesforce.com.
* Designed various web pages in HTML5 for functional needs with Salesforce.
* Involved in Unit Testing and Test Coverage for Apex Classes and Triggers.

**Education**

**Gayatri Vidya Parishad College of Engineering (Autonomous), 530048(CC-13)**

**Bachelor of Technology - BTech, Computer Science and Engineering 2011 – 2015**

**Certifications**

* Salesforce Certified Marketing Cloud Email Specialist – Salesforce
* Salesforce Certified Marketing Cloud Developer - Salesforce
* Salesforce Certified Marketing Cloud Administrator - Salesforce
* Salesforce Certified Marketing Cloud Consultant - Salesforce
* Salesforce Certified Platform Developer I - Salesforce
* Salesforce Certified Administrator - Salesforce