



Usha Nagaraj

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Career Objective

Looking for a responsible and challenging opportunity in a Salesforce Marketing cloud environment that will utilize and enhance my skills for the growth of self and organization, Where I can actively devote my abilities through dedicate work.

Professional Summary:

- 4.6 years of experience in IT services which includes 3.6 years of work experience in Salesforce Email Marketing cloud application and 1 year of experience as a front-end developer in software application.
- Proficient in Email studio. Experience of working on the complete **End to End Email marketing process** involving Email creation, Landing pages, Testing, Subscriber Segmentation, Deployment and Reporting.
- Extensive experience in Web Based Applications, Email template development, **PSD to HTML Conversion** using a table or div concept, Responsive designing and Hybrid Coding.
- Experience with **Data Extensions, AmpScript, HTML, CSS, Media Query, SQL Queries** and **Bootstrap**.
- Experience with all the advanced tools like **Content Builder, Email Studio, Automation Studio, Cloud pages, Journey Builder, Realtime sends using APIs, Contact Builder, Mobile connect**, etc.

Certifications

- Salesforce Certified Marketing Cloud Email Specialist (WI19).

Work Experience:

- Working with Harman Connected Services Corporation India Pvt, Bangalore as Senior Operations Analyst from December 2019 – Present
- Working with Theorem (INDIA) Pvt Ltd, Mysore as Associate Web Developer from September 2017 to October 2019
- Worked with Wuerth Elektronik India Pvt Ltd, Mysore as Graduate Apprentice Trainee from May 2016 to May 2017.

ACHIVEMENTS:

- Received "BEST NEW BEE" award on April 2018 from Theorem INDIA Pvt Ltd Mysore.
- Received "BEST NEW BEE" award on May 2018 from Theorem INDIA Pvt Ltd Mysore.
- Received "flawless flock" award in 2018-2019 for team contribution from Theorem INDIA Pvt Ltd Mysore.

TECHNICAL SKILLS:

- Languages - HTML, CSS and Bootstrap, JavaScript, Amp Script.
- Database Management – SQL.
- Proficient in Dreamweaver, Microsoft expression and Adobe Photoshop.
- Expertise in Marketing Automation tool - Salesforce Marketing cloud.
- Good knowledge over End to End flow in the Salesforce Marketing Cloud.
- Knowledge in manual testing skills, writing test cases and reviewing test case.

PROJECT SUMMARY:

Consumer Engagement

Work Location:	Harman Connected Services Corporation India Pvt, Bangalore.
Tools:	SFMC
Process:	Email Marketing

Description:

Engaging with business stakeholders to understand the desired customer experience for acquisition, retention and transactional communications. Creating Email newsletter, Landing Pages, Data Extension, Query, Automation, Journey builder, implement solutions.

Roles and Responsibility:

- Working on Custom Creative which include building of editable email newsletters consists of tool specific layout coding, helps the user to manipulate the email content based on the requirement.
- Creating Data Extension and query for segmentation.
- Implement the automation and journey for marketing emails deployment.
- Create Salesforce reports and dashboards using SFMC reporting tools.
- Ensure CAN-SPAM compliance for email campaign.
- Deliver positive and pro-active client support during email submission and production processes.

Salesforce Marketing Cloud (SFMC)

Work Location:	Theorem (INDIA) PVT Ltd Mysore.
Tools:	SFMC
Process:	Campaign Deployment services

Description:

Creating an Email newsletter and Landing pages using HTML5 and CSS3 according to the client requirement in Salesforce Environment and creating Data extension and performing SQL queries for Segmentation of subscribers based on the requirement.

Roles and Responsibility:

- Creating HTML Responsive email newsletters and setup, including PSD to HTML conversion, optimizing existing creative.
- Ensuring successful rendering across a wide variety of email clients and browsers and personalizing customer data and creating dynamic campaigns with the help of Amp script.
- Testing emails using tools such as Litmus to ensure full email client compatibility.

Integrated Personal Management System (IPMS)

Work Location	Wuerth Elektronik India PVT Ltd Mysore.
Architecture	.NET MVC

Description:

The integrated personal management system is nothing but the Enterprise resource planning (ERP) .The main aim of this project is integrating different organizational functionalities such as human resources, travel, and vendor planning, etc. It facilitates error-free transactions by enhancing the organization's efficiency.

Roles and responsibilities:

- Involved in requirements gathering.
- Developed responsive web pages using HTML mark-up language which gives effective solution for company recruitment process and to get employee information.
- Worked in Agile methodology.
- Tested front-end code in multiple browsers to ensure cross-browser compatibility.
- Tested as an end user to ensure user compatibility.

Academic Qualification:

- Graduated as Electrical and Electronics Engineer with aggregate of 70% in 2015 from Vidya vikas institute of engineering and technology Mysore, Karnataka. Affiliated to Visvesvaraya technological university, Belgaum.

Personal Skills:

- Very comfortable and passionate about adopting new ideas by seeing co-workers in daily activities and through technology.
- Self-motivated towards hard-work and the thought "Gratitude reciprocates".
- Reliable and responsible.
- Ability to quickly learn new technologies and concepts.
- Effectively working independently and collaboratively in teams.
- Self-motivated, highly committed to responsibilities.

Declaration:

I hereby declare that the information and facts stated above are true and correct to the best of my knowledge.

Date:

Place:

(USHA NAGARAJ)