



UPENDAR

Salesforce Marketing Cloud Developer

PROFILE

Certified Salesforce Marketing Cloud expert with a demonstrated history of working in the marketing automation industry. Skilled in Salesforce Marketing Cloud, Marketing Automation, and Journey Builders. strong business development professional with a strong technical background.

CONTACT

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CERTIFICATIONS

Salesforce Certified Marketing Cloud Developer
Salesforce Certified Marketing Cloud Email Specialist

EDUCATION

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

2013-2017

Bachelor of Technology

Electronics and Communication Engineering

Cloud Peritus, Inc (Marketing Cloud Developer)

August 2022 – Present

Client : MedTech

As the Marketing Cloud Developer, my key responsibilities –

- Configuring required Data Extensions, E-Mails, Contents, and other activities.
- Creating Business Units.
- Implemented Journeys to fulfill the requirement as per the business needs, using decision splits, engagement splits to send emails (transnational and commercial), update the contact data in the Marketing Cloud
- Configured marketing cloud connector between Salesforce sales cloud org and Marketing cloud enterprise 2.0 instance
- Sales Cloud if any records added in objects immediately the email triggers through journey from marketing cloud.
- Designed personalized email content using HTML , AMP script in Content Builder
- Developed the landing pages as per the requirement, implementing the business logic using HTML, CSS, AMP Script and SSJS (Server-Side JavaScript). Updated the data in sales cloud through journey using sales and service cloud activities.
- Designing a dynamic email templates.
- Creating a trigger sends
- Employed Data Loader to read, extract, and load data from CSV files
- Created different Data extensions and associated them to different campaigns.
- Design Automation to send the data to journey on date based event occurs to trigger the Festival email to customers based on the region.
- Preference center pages to update Salesforce objects from SFMC
- Designed and created Automation to run SQL query, file transfer, data extract and filter activities as a part of business logic.

- Creating a cloud page using SSJS of API integration.
- Sales cloud to marketing cloud Integration
- Build the email templates using GTL to personalize in the email template when Payload information store in the data extension through API
- Ensure campaign test successfully before deploying of email campaigns via extensive QA testing and review.

Cloud Peritus, Inc (Sales cloud Admin)

August 2022 – Present

Client : MedTech

As the Sales Cloud Developer, my key responsibilities –

- Creating custom Object , fields, Record Types
- Creating Page Layouts
- Creating Users, Profiles
- Creating Flows
- Custom Application, Permission sets, Assignments.
- Creating Relation Ships

Cross Cloud Ops (Marketing Cloud Developer)

March 2020 - September 2022

Client : Western Union (WU)& Icare

As a Marketing Cloud Developer my key responsibilities :

- Gathering the requirements to develop and migrate the code from responsys system.
- Involved in Template Design.
- Creating a Dynamic Templates
- Creating a Journeys
- Configuring required Data Extensions, E-Mails, Contents, and other activities (Triggered EMail)
- Migration of flows, email templates, queries and automations into SFMC to responsys
- Creating journeys from scratch and scheduling them by segmenting audience from master DE and automate.
- Building a template from scratch with Ampscript
- Creating master templates with content blocks and pulling the dynamic links and image urls from Data extension
- Integrated Service Cloud to Marketing Cloud.
- Based on email use case build an a email template with respective content blocks
- Creating a content blocks with conditions
- Bring the service cloud data into the marketing cloud to target the audience through the journey.
- Created different Data extensions and associated them to different campaigns.
- Q/A testing of campaigns

Innovacx (Marketing Cloud Developer)

March 2019 - Feb 2020

Project: SBI Bank Insurance

As a Marketing Cloud Developer my key responsibilities

The project was on the Implementation oracle Marketing Cloud .

- Involved in Template Design.
- Account provisioning. Understand Clients business and their data.
- Bring relevant data into Marketing Cloud system and to target audience through Marketing Cloud Platform.
- Create email campaigns and orchestrate program as per Client requirements.
- Involved in Client meetings and presentations.
- API integration
- Improve overall Clients marketing deliver ability.
- Creating a Dynamic Templates
- Creating a journeys
- Handled Multiple Accounts
- Involved in Data Discovery – Understand Clients business and design data model.
- Interacting with Client and updating the status.
- Loading Data using Source files through Manual load and Connect jobs into Marketing Cloud
- Creating and launching Email campaigns.
- Q/A testing of campaigns.
- Analyzing daily reports.
- Creating a multiple content blocks for templates based on the condition the block will insert in the email template
- Creating a dynamic email templates

Digital Interact(Marketing Cloud Developer)

Jan 2018 - Feb 2019

Client: ICE DIGITAL , ADSPALY, MANGO DATA

As a Marketing Cloud Developer my key responsibilities

The project was on the Implementation oracle Marketing Cloud .

- Involved in Template Design.
- Account provisioning. Understand Clients business and their data.
- Bring relevant data into Marketing Cloud system and to target audience through Marketing Cloud Platform.
- Create email campaigns and orchestrate program as per Client requirements.
- Involved in Client meetings and presentations.
- API integration
- Improve overall Clients marketing deliver ability.
- Creating a Dynamic Templates
- Creating a journeys

- Handled Multiple Accounts
- Involved in Data Discovery – Understand Clients business and design data model.
- Interacting with Client and updating the status.
- Loading Data using Source files through Manual load and Connect jobs into Marketing Cloud
- Creating and launching Email campaigns.
- Q/A testing of campaigns.
- Analyzing daily reports.

SKILLS

- Email Studio
- Web Studio
- Automation Studio
- Journey Builder
- Content Builder
- Contact Builder
- AMP Script
- SSJS
- API Integration
- Marketing Cloud Connect
- Packages Manager
- Mobile Studio
- Advertising Studio
- Data Cloud
- Interaction Studio
- Pardot
- Sales Cloud
- Oracle Marketing Cloud(Responsys and Eloqua)