Hareesh Reddy

**Mobile: +91 9441989860**

**Email:** **sfmchareesh@gmail.com**

PROFESSIONAL SUMMARY

* Having 6+ years of IT experience with 3 years of relevant experience in Salesforce Marketing cloud.
* Experience on implementing Marketing Cloud functionality including Email Studio, Journey Builder, Automation Studio, Content Builder, Audience Builder, Analytics Builder, web studio and AppExchange utilization.
* Profound Knowledge about Email studio.
* Having good Experience on Content Builder.
* Knowledge in dealing with high volumes (28million) of data such as imports, extracts and SQL query activities.
* Having good Experience on Journey Builder.
* Experience on Salesforce Integration.
* Knowledge in setup Business units and FTP accounts.
* Experience on Deployment Manager, Package manager, API Package and Query studio.
* Proficient understanding Knowledge in HTML, CSS and AMP script, to implement business requirements by creating dynamic content.
* Knowledge in Mobile Studio.
* Knowledge in SQL, POWER BI AND MICROSTRATEGY.
* Experience in Software development phases including Requirement gathering, design, implementation/campaign deployment and software test life cycle phases including Test plan creation, designing test scenarios, defect reporting etc
* Versatile team player with excellent analytical and programming skills.
* Ready to explore and learn new technologies.

# WORK EXPERIENCE

* + Working as Software Engineer in IT PEOPLE CORPORATION PVT LTD.

# EDUCATION QUALIFICATION

* + Integrated M.Sc from S.V.UNIVERSITY TIRUPATHI

# TECHNICAL SKILLS

Marketing cloud : Email studio, Automation Studio, Journey Builder, Analytics Builder, Content Builder, Contact Builder, Marketing cloud connector

Mobile Studio and Behavioral Triggers.

Programming : HTML, AMP script, SQL, CSS, Xml and APIs.

Technology Exposure : Anypoint Studio, Postman, Power BI and MicroStrategy



PROFESSIONAL EXPERIENCE

**PROJECT 1: PMJ BRIDGE Program**

PMI is a tobacco company which produces e-cigarette named IQOS. Purpose of PMI project is to build an application for IQOS device sales / services. Whereas PMJ BRIDGE program concentrates on building the application only for the Japan customers through which they can order/lend/subscribe a IQOS device.

Project Name : PMJ Japan

Client Name : Philip Morris International

Environment : MARKETING CLOUD, SQL, FILEZILLA, Postman

Time Period : March 2022 to Till Date

Role : SFMC Consultant

**Responsibilities**

* Gather business requirements for implementation in JIRA
* Design various customer journeys in SFMC using modules like Email Studio, Journey Builder, Ampscript, Contact Builder, Automation Studio and Triggered Send
* Design of email templates based on best practices
* Design and implement robust data model in SFMC for data integration with external systems like Service Cloud, Zuora and
* Implemented more than 100 personalized emails using Amp Script and HTML
* Extract different types of tracking reports writing SQL queries and using predefined Reports in Web & Analytics Builder
* Designing the data model for Salesforce Integration using Marketing Cloud Connect
* Perform A/B test to the required commercial emails using Path Optimizer in Journey Builder

## Environment: MARKETING CLOUD, SQL, FILEZILLA

**Project #2**

Project Name : Product Pricing and Management

Client Name : HomeServe

Environment : MARKETING CLOUD, SQL, FILEZILLA, Postman

Time Period : May 2020 to February 2022

Role : SFMC Consultant

HomeServe is a British multinational home emergency repairs and improvements business based in Walsall, England. Established in 1993, HomeServe operates in the United Kingdom, United States, Canada, France, Spain and Japan. It is one of the leading Home Insurance providers in UK and many other countries, especially in home amenities insurance.

## Role and Responsibilities:

* Design and developed emails using Exact Target and Salesforce to meet our client requirements expectations.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey Builder, Email Studio, Automation Studio and Audience Studio.
* Utilized Mobile Studio, Cloud pages, Deployment Manager, Query studio, Analytics builder for campaign development, data storage and reporting.
* Created Birthday Campaign for Customers and Employees.
* Hands-on experience on Salesforce Integration.
* Experience on API event journeys.
* Created connectors and data extensions for continuous data streaming between sales cloud and marketing cloud.
* Worked on Synchronized Data extension (Salesforce Data Extension) & Send log data extension.
* Provided data analysis and reporting including metrics and results for the marketing campaigns.
* Used HTML, CSS, and AMP Script to build customized solutions.
* Conducted A/B testing and did recommendations accordingly.
* Setting up an FTP account, Creating Business units, Creating Marketing cloud roles & permissions.
* Successfully integrated campaign members to Marketing cloud and used them in Journeys.

**Project #3**

Project : MGI

Client : MoneyGram International

Environment : MicroStrategy 11 (Developer, Architect, Web) and Oracle11g

Role : BI Developer (MicroStrategy, Power BI Developer)

Period : Jan 2017 to May 2020

**Description:**

“MoneyGram International” is a United States based financial services company. It provides money transfer services, money orders and

bill payment services to consumers. MoneyGram International offers products and services through a network of agents and financial

institution customers. The major global corporate competitors of MoneyGram are Western Union.

**Responsibilities:**

* Worked closely with users & requirement analyst in gathering and documenting the business requirements.
* Analysing the requirement documents and creating the documents.
* Identifying and creating numerous MicroStrategy Metrics, Filters, Prompts, Drill Maps, Custom Groups, Consolidations, Auto Styles, Search Objects, Transformations and Templates using MicroStrategy Desktop Designer.
* Developed simple, Ad hoc reports and advanced reports using MicroStrategy Desktop Designer.
* Designed and developed dashboards with rich formatting based on user requirements.
* Created various linked reports like drill through and drill across.
* Served as a liaison between the developer team and the QA team.
* Worked along with the testing team to derive test cases for efficient Data reporting.
* Optimized queries for the better performance of the reports.
* Involved in unit testing and validation of reports to ensure data quality and report quality.
* Rebuilding the existing Dashboards in Power BI as part of migration from MicroStrategy to Power BI

# 

# PERSONAL DETAILS

Name : HAREESH

Nationality : Indian

Languages Known : English, Hindi, Telugu Passport : Yes

(HAREESH)