Objective: Seeking a Salesforce Sales/Marketing Cloud position which gives me an opportunity to improve my technical skills and add value addition to the organization.

**Summary:**

* Certified Salesforce Marketing Cloud Email Specialist, Salesforce Certified Marketing Cloud Admin with 4 Plus years of experience in the IT industry.
* Extensive experience in using Declarative Development designing such validation rules, Process Builder, Custom objects, Custom fields, role-based page layouts, workflow alerts & actions, pick lists, approval processes, record types, dashboards, custom tabs, custom reports, report folders, report extractions to various formats, and email generation according to application requirements.
* Expertise in creating UML diagrams, Activity diagrams, Sequences diagrams.
* Excellent verbal and written communication skills and the ability to interact professionally
* Experienced in defining custom formulas and creating validation rules to suit the needs of the data model and ensure data quality.
* Experience in administration, configuration and Implementation, Deployment and Production Support of Salesforce.com CRM applications.
* Expertise in performing data migration from legacy system to Salesforce.
* Experience in designing entities like custom objects, creating the relationships/ junction objects like a Master-Child, lookups, Entity-Relationship data model, Pages, Classes, Interfaces, Workflows &Workflow rules, Email alerts and business logic.
* Strong knowledge database and data manipulation skills using SQL. Worked in SQL Server and Salesforce database structure.
* Hand-on experience on creating workflows, approval processes, validation rules and sharing & security rules, Single Sign-On (SSO) and managing Large Data Volume (LDV) within Salesforce Governor limits.
* Created user-centered analysis and evaluation techniques. Used Outbound messaging system through workflow and third-party apps.
* Good knowledge of Lead Management, Campaign Management, Case Management, and Activity Management.
* Working knowledge of JIRA, Confluence, ServiceNow.

**Technical Skills:**

* Web Technologies: XML, HTML, CSS, JavaScript
* Salesforce Tools: Data Loader, Salesforce-to-Salesforce, Apex Explorer, Demand tools, Chatter, SFMC, Automation Studio, Email Studio, Journey Builder and Amp Script.
* Project Management: Microsoft Project (PERT, Gantt charts), Microsoft Office, Jira, Confluence and CMC
* Development Methodologies: Agile, Waterfall and Kanban.

**Work Experience:**

**Johnson and Johnson, Jacksonville, FL April 2018 – Current**

**Salesforce Marketing Cloud Admin/Dev**

JJVC wanted to streamline communication with both B2B, B2C and eCommerce channels. They planned to implement SFMC across the Globe to track and analyze engagement metrics and ROI.

Responsibilities:

* Implemented MC Connector to connect SFMC and SFDC.
* Used REST to connect SFMC with Talend - SQL Database.
* Configured SFMC and SFDC to get the functionality.
* Create Trigger Sends to send Emails/SMS.
* Customized Send log process with help of Queries and Automations.
* Worked with Tableau team to send SFMC and SFDC data to the Data engine to generate 360 views of consumers.
* Created Smart capture form to collect customer information.
* Created Trigger Sends to send email for consumers created in SFDC.
* Created Journeys to build-out based on triggered event/activity.
* Built Automated to send the Unsubscribe report to FTP for further analysis.
* Updated Emails Amp script to display Dynamic Content/Personalization in the Email.
* Used Litmus to check the rendering of Email in different OS vs Emails Clients Vs Mobile displays.
* Trained Super Users to use content Builder to created Emails and Reports.
* Created an FTP process to trigger automated Emails from SFMC.
* Launched ongoing Email campaigns for 54 countries across the Globe.
* Suggested out of box features and Created process for Account/Opportunities/Quotes/Order maintenance process.
* Planned activities to connected SFMC, SFDC and SAP using webMethods to trigger emails.
* Worked with NA, EMEA, LATAM and APAC Team on various items like Data cleanup, Data collection, GDPR, CCPA and LGPD process.
* Collaborated with team members for development and deployment activities.
* Performed SIT testing, worked with Business stakeholder for UAT Demo.

**Environment**: Salesforce Marketing Cloud, Salesforce Sales Cloud, WebMethods, FTP and Tableau.

**US Bank, San Francisco, US January 2017 - March 2018**

**Salesforce Admin/BA**

**Project:**

The Salesforce Sales Cloud captures the leads from Web forms and Campaigns and converts them to Contact, Account and Opportunity.

**Responsibilities:**

* Closely worked with business to elicit, discover, and gather business requirements.
* Interact with business stakeholder in preparing the creation of end-to-end specifications and document functional solutions.
* Gathered requirements for Small Group and Large Group sales process.
* Suggested out of box features and created process for played a vital role in Lead management, Contact, Account and Opportunity management process.
* Configured Chatter so users could use it for Tasks and Approval requests.
* Administered Jira, which was used for functional requirements and Bug tracking.
* Performed mapping excise for Salesforce to Facets Feed.
* Prepared Deploy list for Sprints. Helped Product owner maintain Backlog.
* Used a Visio to create Process flow diagram.
* Modified methods to meet the requirement.
* Created data flow diagrams to define the Business Process.
* Created use case scenarios and acceptance criteria testing.
* Created Salesforce Configuration workbook and Functional document.
* Created User Stories based on the requirement.
* Created Change Set and validated it before deployment into production.
* Created Custom objects to implement Business Requirement.
* Created Test Case based on different functional Scenario and validated them.
* Created different Reports and Dashboards for Sales, Certification profile users.

**Environment**: Salesforce.com, Sales Cloud, Oracle CRM, Canvas (Drupal), Postman.

**EDUCATION:**

* Bachelor of Engineering in Computer science from Vasavi College of Engineering (Osmania University), Telangana, India. September 2011 – July 2014