



M Anjineyulu

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Objective:

I am seeking a challenging position with an organization that is rapidly expanding & offers good, advanced potential. Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning. I am ambitious well-organized professional with 8+ years of experience as a Software Engineer.

Core Competencies:

- Email Studio
- Automation Studio
- Journey Builder
- Web studio
- Content Builder
- Contact Builder
- Analytics Builder (Dataroma Reports)
- Email Marketing (Mail Chimp, Mail jet, SFMC)
- SMS Marketing (BulkSMS)
- CRM TOOLS (Paramantra, Salesbabu, SFMC)
- Mobile Studio
- Amp Script/HTML/CSS/SQL/SOQL/JAVASCRIPT/SSJS
- Google Analytics/SEO
- Apex/triggers/flows
- Facebook Ads/SMM
- LWC
- A/B Testing
- Email on Acid / Litmus
- JIRA, Rally (Project Management Tool)

Certifications:

- Salesforce Marketing Cloud Developer Certified
- Salesforce Marketing Cloud Email Specialist Certified
- Salesforce Developer PD1 Certified
- Google Analytics Certified
- Google Search/Display/video/shopping/app Certified.
- Google My Business Certified

Projects:

- **Pharmacann Project**
- **HP Project**
- **Abbevie Project**
- **GSK Project**
- **FORD Project**
- **Skyrizi Project**

Professional Experience

Wesnia Info Solutions pvt ltd

Title: Software Engineer

Duration: June 2015– 2019 Feb

Responsibilities:

- Planning and implementing digital marketing strategies across all channels – ensuring all work is completed on time and to budget.
- Ensuring brand consistency is delivered online across all channels.
- Monitoring and improving the overall PPC/Google Ads strategies.
- Developing and implementing a successful social media and community management strategy for all campaigns on all the major platforms, such as Facebook, Twitter, LinkedIn, Instagram, and Pinterest.
- Monitoring and Analyze the Performance and Reports with Google Analytics'
- Report project progress and outcomes to CEO on a weekly, monthly, and quarterly basis – using Google Analytics and similar programs.
- Working alongside other marketers and content marketers to help distribute content that educates and entertains our audience and supports marketing goals.
- Driving consistent, relevant traffic and leads from social networks
- Exploring new ways to engage and identify new social networks to reach our target buyers.
- Implementing all strategies for Google Ads and Facebook Ads to reach more goals.
- Establishing SEO & Social Intelligence in the organization to build a customer first approach across business verticals.
- Supervising a team and integrating interactive media into the overall business strategy.
- Running regular social promotions and campaigns and tracking their success.

Kingston Info Solutions

Title: Software Engineer

Duration: Feb 2019 – March 2022

Responsibilities:

- Knowledge of SFMC studios/ builders (Email, Mobile, Web & Automation studio, Audience, content & journey builder)
- I have hands on experience in the LWC for building the components and experience in the sales cloud
- Hands-on on unit testing, integration testing & regression testing
- Understand the technical solution and develop on SFDC platforms and leverage its eco system
- Experience in building Lightning Web Components LWC Experience
- Build, test, and deploy personalized email marketing campaigns within the email studio. Setup campaigns in Journey Builder and build out dynamic content blocks. Deploy email campaigns using Email Studio, Interactions, Automations, and Journey builder.
- Develop Content Builder email templates and respective content blocks; requires strong HTML/CSS, AMP script, Guide Template Language, Server-Side JavaScript
- Build relational data models and corresponding data extensions
- Hands-on experience in Testing tools such as Email on Acid, Postman, Litmus, etc.
- Salesforce Marketing Cloud - Testing & QA, Integration testing and regression testing
- Create reports of email tracking data and deliver them to internal clients
- Respond to common business requirements and perform basic administrative functions within Marketing Cloud with the support of the SFMC administrator
- Ensure design and email layout is optimized, renders and function correctly across email clients, and is mobile friendly-strong attention to detail, QA, and visual aspects utilizing Litmus
- Assist in designing and documenting solutions to leverage automation, dynamic content, data-driven segmentation, and other sophisticated Salesforce Marketing Cloud capabilities to maximize customer engagement and response.
- Update training documentation for the internal design team Ability to interpret analytics/trends and make creative suggestions based on email best practices
- Accurate QC/Proofing of emails before deployment
- Create email databases for lead generation.
- Analyze campaign performance and suggest improvements
- Strong knowledge of HTML and quality assurance for interactive campaigns
- I have Experienced in Create Newsletters Including all company information.
- I have Experienced in handling Email Templates using graphics, Personalization, and Advanced Features.
- Plan, Create, execute, and Promote Mobile Friendly Email Templates.

- Measure and report performance of email campaigns and assess against goals (ROI). Including open Rate, and Deliverability.

Collabera Digital Technologies

Title: Software Engineer

Duration: March 2022 - Present

Responsibilities:

- Hands on Experience in the Data Management of SFMC studios/ builders
- I have Experience in the worked on multiple BU's and Deployment as well with DEV org to Prod Org by using Package Manager.
- I have hands on experience in the Email Campaign scheduling by using the Automation and Journey Builder.
- Experience in Project life cycle activities on development and maintenance projects.
- In depth knowledge in Experience in Design and architecture review.
- Ability to work in team in diverse multiple stakeholder environment Experience to ecommerce domain
- Analytical skills Experience and desire to work in a Global delivery environment
- The job entails sitting as well as working at a computer for extended periods of time.
- Hands on Experience in frond end and back-end technologies are AMP script, SSJS, SOQL, SQL, HTML/CSS, and JAVASCRIPT
- Responsive email design and coding with HTML/CSS and Testing Tools like EOA and Litmus.
- I have experience in building solutions on the SFMC Platform: Cloud Pages, Smart Forms, Web Collect, Email Studio, Social Studio, Query Studio, Package Manager and Journey Builder
- Knowledgeable in all aspects of email marketing and systems, including template configuration and management, dynamic content, queries for data extensions, and content builder.
- Collaborate with copywriters and visual designers to produce email creative that is on strategy, on target, in brand, and consistent with what is currently in the market.
- Familiarity in Marketing Cloud Connector, data extensions, integration with external systems (API)
- Good to have knowledge of Salesforce marketing cloud Testing & creating test cases as well.
- Must worked on Test Use-case creations and documentation
- I am Expertise in Source systems Integrations are SFDC, FTP, API, and Cloud pages.
- I have hands-on experience in Creating& Designing Emails in multiple ways like Guided send, Email

Education:

B.TECH (ECE)

2011-2015

Additional Information:

Date of Birth: 15-04-1994

Sex: male