

**RESUME**

**Sunil Kumar Paripelli**

Email Marketing Specialist

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**CAREER OBJECTIVE:**

To contribute effectively and efficiently in a challenging work environment, and apply the knowledge and technical skills acquired through professional qualification and work experience to the growth of the organization.

**PROFESSIONAL SUMMARY:**

Salesforce Marketing Cloud Email Specialist Certified professional, Having 5 years of overall experience in Software Industry with 3+ Experience in Salesforce Marketing Cloud

# Worked on different modules in Salesforce Marketing cloud exact-target: Email studio, Social Studio, Web Studio, Automation studio, Contact Builder, Journey Builder, Content Builder.

* Excellent communication skills and ability to work effectively and efficiently in teams and individually.
* Experience of working with multi-cultural and geographically disparate teams.
* Highly customer focused attitude, sense of ownership, responsibility & teamwork.
* Well versed with Root cause analysis and problem resolving and solution assistance.
* Experience in Agile methodology.
* Involved in planning, execution, Grooming session and report creation of SFMC.
* Having experience in Data Modelling like Data Extensions and Lists.
* Experience in creating Dynamic Sender Profiles, Send Classifications and associated them according to the client request.
* Experience in Automation Studio for performing actions such as Imports, Extracts, Transfer etc., by integrating External FTP Accounts.
* Experience in SQL Query activity for Target Audience.
* Created Email templates using various Content Blocks available in Content Builder.
* Conducted A/B testing and did recommendations accordingly.
* Having knowledge in AMPScript for Personolized Emails and Dynamic Content.
* Created Various Journeys based on client requirement and experience in flow controls like Decession split, Engagement split etc.
* Extracting the reports like Total Number of Email Sends and Opens etc. according to the requirement for further recommendations using Data Views.
* Created Users and Work spaces in Social Studio and assign users to work spaces.
* Created, Published content across various Social Channels using Social Studio
* Experiecne in using Social Listening, Topic profiles and Social to Case creation.

**EXPERIENCE SUMMARY:**

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| --- | --- | --- |
| *Organization* | *Designation* | *Duration* |
| Vipra Infotech Pvt.Ltd | Software Engineer | From September 2017 To Till Date |

**EDUCATION:**

* Class Xth from S.S.C Board, Learners Land High School, Warangal 2010
* Intermediate Board , SR Junior College, Warangal 2012
* B.Tech (CSE) from Kakatiya Institute of Technology and Sciences, Warangal 2016

**TECHNICAL SKILLS:**

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| --- | --- |
| **Marketing Cloud:** | Exact Target, Email Studio, Social Studio, Audience Builder, Automation Studio, Journey Builder, Content Builder, Cloud Pages |
| **Application software** | MS Office (Excellency in Ms-Excel) |
| **Programming languages** | HTML5, CSS3,AMP Script, SQL |

*Project 1:* **Marketing Automation**

Client : Mattel

Role : Marketing cloud developer

# Responsibilities:

* Development in Email Studio, Automation Studio, Journey Builder.
* Developed different Email templates for implementation of Dynamic Email marketing Programme
* Developed and executed marketing campaigns using Marketing Cloud's Email Studio
* Trained vendors to use Content builder to build and maintain marketing content
* Custom Reporting via SQL Queries
* Used Automation Studio for performing actions such as Import, Extract, etc.
* Created emails in Content Builder.
* Create AMP script for Dynamic Content and Email personalization.

**PROJECT DETAILS:**

*Project 2:* **Mercer**

Client : Mercer

Role : Email specialist

# Responsibilities:

* Effectively communicate between technical operational and strategy groups.
* Created many data extensions to accommodate custom scenarios configured and design journeys using Journey Builder
* Automated the import extract and the query activity etc using Automation Studio.
* Created personalised content by using Amp script
* Used SQL for Segmentation of Audience and for Reports
* Associated with team members to Deliver the clients requirements with in the time line.
* Create and maintain Email Reports using Data Views
* Conduct AB testing and provided test result to the marketing team for content decission.
* Used Social Automate along with Social Studio to reduce the manual handling of Social media content