Salesforce Marketing Cloud Admin

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Professional summary:

* Having around 3 years of experience in Salesforce marketing cloud environment and in total of 7 years of experience.
* Good understanding of Exacttarget tool
* Gave support to the application in the Production and Non Production environment
* Handled all the aspects of SFMC administration tasks such as day-to-day monitoring of created automations, Configuration, Troubleshooting the issues with email sending.
* Good experience in creating Data extensions, lists, Automations and Journeys.
* Having knowledge on Content builder and Audience builder., Journey Builder, Email Studio
* Having good understanding on Advertising Studio and analytics builder.
* Managing internal & external websites hosted on IIS.
* Provided on call support on24/7 basis.
* Resolution of sev1, sev2, sev3 issues within SLA.
* Monitoring and updating Tickets (issues) through Incident management system based on ITIL V3 Process.

Employment Summary:

* Worked as IIS Admin in Tech Mahindra , Electronic city, Bangalore to 25th of January 2016.
* Currently working under SFMC till date.

Qualification:

* B.E, Computer Science and Engineering

Technical Skills:

Operating Systems : Windows XP, 2000/2003/2008

Tools : SM9. Service Now
 Languages Known : HTML, MYSQL, AMPScript

Professional Project Experience:

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| Project : Digital Services Unit Level 2 |
| Client |  Nestle |
| Environment |  IIS 6.0 and 7.0 , SFMC(Current project) |
| Role |  IIS Administrator, SFMC Email specialist |

Responsibilities as an IIS Admin:

* Managing IIS 5.0 / IIS 6.0/IIS 7.0 Web servers and hosted web sites.
* Creating and configuring new internal & external websites (HTTP and HTTPS).
* Website content and application release management and heath check of the servers.
* Analyzing the Log Files to find out the root cause of the problem to trouble shoot.
* Application support for asp, .NET (4.0 and 4.5) based hosted internal & external websites.
* Deploying and troubleshooting of .Net based Applications on large IIS web server farms.
* Creating, deploying, renewing and Import & export of the SSL certificates.
* Creating and troubleshooting FTP sites and managing large FTP web farm.
* Root cause analysis and fixing the Windows / IIS Web Server Related issues.
* Checking and fixing the permission issues.
* Provided on call support on 24/7 basis.

Responsibilities as an SFMC Admin:

* Having good understanding of creating emails and assisting markets in case of issues on emails sending.
* Creating and managing Data extensions, Lists.
* Creating Automations, Journeys
* Worked on creating automation for our project’s user recertification process.
* Assisted other teams on completing their recertification’s compliance tasks.
* Worked on integrating brands with SFMC from Gigya DB.
* Having good understanding and worked on testing tasks related to unsubscribe of email, SMS (Transactional and Commercial).

**Educational Profile:**

BNM institute of Technology, Bangalore

**B.E in Computer Science Engineering (Visweswaraiah Technological University)**

Aggregate Percentage: 75%, June 2013

APS Polytechnic, Bangalore

**Diploma in Computer Science engineering**

Aggregate Percentage: 73% May 2010

BHSS, R.V Road, Bangalore

**SSLC, Board of Public Examinations**

Aggregate Percentage: 74.24% April 2007

**Personal Profile:**

Father’s Name : Mohammed Ali R

Date of Birth : 04-11-1991

Nationality : Indian

Permanent address : #51, 2nd main, veerabhadraswamy Lyt, Uttarahalli, Bangalore

Languages Known : English, Kannada,Tamil