**MAITREYI KADAMBALA**

**Mobile: 9493911215**

**E-mail:** [**Maitreyi.k1995@gmail.com**](mailto:Maitreyi.k1995@gmail.com)

**CAREER OBJECTIVE:**

To build upon and enhance my professional skills in a reputed and dynamic organization that gives me the opportunity to evolve in a professional manner.

**PROFESSIONAL SUMMARY:**

A Marketing cloud consultant with over **3+ years** of IT experience primarily in Marketing cloud Administration includes SFMC Email specialist, SFMC Consultant and SFMC Administrator Certifications.

**PROFESSIONAL EXPERIENCE:**

* Currently working as a Marketing cloud consultant**,** Since July 23rd to till date.

**PROJECT EXPERIENCE:**

**Company: Tata Communications**

Project : Global partner Group(GPG)

Environment : Salesforce.com

Duration : August 2017 to July 2018.

Role : Technical Trainee

**Company: Cognizant**

Project : Salesforce (Marketing Cloud )

Environment : Marketing cloud(Mc.exacttarget.com)

Duration : July 2018 to June 2019.

Role : Marketing cloud consultant (Technology Analyst).

**ROLES AND RESPONSIBILITIES:**

* Efficiently creating Journeys and Automation using Automation studio for clients depending upon the business requirement.
* Creating Standard, HTML based Email Templates using Classic/Content Builder AMP Script Personalized strings, Dynamic rules.
* Hands on experience using Guided Template Language , Content Builder.
* Creating many Data extensions and Lists to with large volume of Records.
* Creating Landing pages, Microsites, Interactive email page, mobile push page using Web Studio.
* Using Audience builder, Contact Builder Data designer to Manage Account all contacts.
* Used Data sources to manage data from Sales cloud, Email Application, Mobile Application, Synchronized data.
* Effectively communicate between technical operational and strategy groups.
* Automating the import, extract query activity using Automation studio
* Creating different folders to store the reports of different groups and categories. Displayed quarterly and yearly results on dashboard of the users.
* Experience in working with salesforce.com configuration
* Handling multiple projects at a time and delivering clients requirements on time.
* Creating and maintaining email reporting dashboards, conducting A/B testing and provide test results to the marketing team to drive segmentation, delivery and content decisions.
* Creating many Business units and Maintained Under the sandbox.
* Experience Using Splunk and Applog to check the internal application error details.
* Working expierience on deploying Email studio email sends, Mobile Studio SMS,push sends. Also Worked on Social studio platform to post and analyse Social accounts data.
* Has done Many Integrations and used Salesforce marketing cloud connector to connect to multiple Salesforce orgs.

**SOFTWARE SKILLS:**

* Programming Languages **:** **SQL**
* Scripting Languages **:** AMP Script,**HTML 5, CSS**
* Operating Systems **:** **Windows 2000/2003/ Windows XP/7/10**

**EDUCATIONAL QUALIFICATION:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Examination Passed** | **Discipline** | **College/University** | **Year Of Passing** | **Class** | **% Of Marks** |
| B**.** Tech | Electronics & Communication Engineering | **SPMVV college of Engg.Tirupathi.** | 20**16** | FIRST | **69.74** |
| Intermediate | MPC | **C.V.Raman Jr. College, Wanaparthy.** | 2012 | FIRST | **85.1** |
| SSC | ----- | **Sri SaraswathiShishuMandir, Wanaparthy** | 2010 | FIRST | **91.00** |

**PERSONAL PROFILE:**

Date of Birth and Age (Me) **:** **13-06-1995**

Religion/Nationality **:** Hindu/Indian

Languages Known **:** English, Hindi and Telugu,Odia

Address for correspondence **:**  15/33-39, KDR Nagar, Wanaparthy. Telangana

Contact Phone Number **: 9493911215**

E-mail **:**  [Maitreyi.k1995@gmail.com](mailto:Maitreyi.k1995@gmail.com)

Hobbies **:** Socialization, playing Volleyball.

**DECLARATION:**

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the accuracy of the above mentioned particulars.

**Date**: 9/3/2020

**Place**: Hyderabad.

**K.Maitreyi**