

# Patibandla Rajeev

## CONTACT INFO

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## SUMMARY

- **Certified Salesforce Marketing Cloud** Professional with 3 plus years of experience and demonstrated knowledge in Email Marketing best practices. Includes Subscriber and Data Management, Inbox delivery.
- Working Knowledge overbuilding and configuring of Business Units, Users, updating User Roles, and Permissions.
- Expertise in Email Studio, Automation Studio, and Journey Builder and good exposure to predictive Analytics in Einstein Dashboard.
- Knowledge of developing AMPSCRIPT code to implement business requirements for Email Personalization and on Cloud Pages.
- A Search Enthusiast having good knowledge of the Digital Advertising landscape, Strategy, planning, and execution of paid media programs for Brand awareness, Demand Generation, and Online Lead Generation.
- Excellent communication, interpersonal and organizational skills paired with the ability to juggle competing priorities and deliver desired results in a specified time. Highly competitive, passionate, persuasive, and articulate, able to achieve results others believed to be impossible.
- Overall 4 plus years of experience.
- Experience working on Agile Scrum Practice.

## CERTIFICATIONS

### SalesForce Certifications

SALESFORCE CERTIFIED MARKETING CLOUD EMAIL SPECIALIST	CREDENTIAL ID-21334725
SALESFORCE CERTIFIED MARKETING CLOUD CONSULTANT	CREDENTIAL ID-21364242
SALESFORCE CERTIFIED ADMINISTRATOR	CREDENTIAL ID-21672695

## CORE COMPETENCIES

Languages	HTML5, AMPSCRIPT
Database	MS SQL SERVER
Salesforce Marketing Cloud	Email Studio, Data Segmentation, Journey Builder, Automation Studio, Campaign Management, Einstein Analytics, Analytics Builder, Contact Builder.
Digital Marketing	Email Marketing, Google Ads, Google Analytics, Search Engine Optimization, Social Media Marketing, Google Tag Manager
Tools	Salesforce Marketing Cloud/Exact Target (Enterprise 2.0)

**Katzion**NOV-02-2020 TO TILL  
DATE**Salesforce Marketing Cloud  
Consultant/Developer**

Katzion is a Salesforce Premium Partner offering CRM solutions, Marketing Automation, and Custom Application Development to leading clients in the automotive and healthcare industry.

**ROLES & RESPONSIBILITIES:**

- Interacting with clients to understand and gather the requirements and implement the same in the projects.
- Responsible for day-to-day operations of SFMC, including data and system management and reporting.
- Create Lists, Data extension, User-initiated sends using the SFMC tool according to the requirement of the Client.
- Configuring Marketing Cloud Connector with Salesforce Service Cloud/Sales Cloud to retrieve data from Salesforce Objects Sales cloud/Service cloud to Marketing cloud.
- Creating cloud pages/custom preference center pages and building suitable functionalities per the client requirement.
- Designing and configuring complex journeys using activities within the Journey Builder and launching it in production after thorough testing.
- Proactively find opportunities for process improvement and reducing execution complexity.
- Direct involvement and/or oversight of understanding business requirements, creating specifications, designing marketing journeys, developing campaigns, and managing end-to-end delivery.
- Collaborate with marketing stakeholders to gain input into the program strategy, campaign approach, creative direction, and impact measurement (goals/performance).
- Work closely with our Sydney team in delivering the marketing cloud solutions and act as the primary escalation point for all technical inquiries.

**SAVINA SOFTWARE PVT LTD**APRIL -02-2018-OCT 30-  
2020**Associate Consultant**

SAVINA SOFT is a global enterprise solutions provider committed to designing and delivering solutions that enable international companies to thrive in today's complex business environment. Our Technical expertise, management philosophy, and innovative thinking of the empowered employees made it possible for SAVINA SOFT to partner with world-class organizations to provide the best in class solutions. SAVINA SOFT has worked across verticals in both public and private sectors to solve complex business problems, providing holistic services leveraging its global presence.

**ROLES & RESPONSIBILITIES:**

- Creating different Data extensions, Data filters, and associating them with different campaigns.
- Creating Email campaigns using Email Studio and optimizing the campaigns by creating dynamic and personalized emails.
- Clear Understanding of Email Laws and Regulations to ensure GDPR, CAN-SPAM & CASL Compliance.
- Manage Automated Email Campaigns including setup, deployment, and reporting on Email performance, Lead performance.

- Creating Data extensions and performing SQL queries for migrating the customer records within the Marketing Cloud environment using Automation Studio.
- Used Automation Studio for performing actions such as Import File, Data extracts, File Transfer, and SQL query activities.
- Designed and configured File Drop and Schedule Automation.
- Designing and configuring journeys efficiently using activities within the Journey Builder according to the requirement of the client.
- Monitoring New Salesforce released features and functionality to provide recommendations to improve the overall process.
- Understanding of Marketing Cloud Connect and its functionalities.
- Create and maintain metrics reports and dashboards on marketing activities to measure campaign effectiveness and ROI.

## SAVINA SOFTWARE PVT LTD

MARCH-15-2017- MARCH-28-2018

### Digital Marketing Specialist

SAVINA SOFT is a global enterprise solutions provider committed to designing and delivering solutions that enable international companies to thrive in today's complex business environment. Our Technical expertise, management philosophy, and innovative thinking of the empowered employees made it possible for SAVINA SOFT to partner with the world-class organizations to provide the best in class solutions. SAVINA SOFT has worked across verticals in both public and private sectors to solve complex business problems, providing holistic services leveraging its global presence.

#### ROLES & RESPONSIBILITIES:

- Creating a Campaign Strategy.
- Identifying the right targeting methods.
- Assisting with conversion optimization strategy by writing compelling ad copies, A/B testing, to maximize quality score across engines.
- Assisting in Setting-up Landing Pages.
- Building and optimizing campaigns, keyword lists, extensions, etc.
- Perform ongoing paid keyword discovery, expansion, and optimization
- Monitoring online campaigns regularly and make recommendations to improve key performance metrics and drive revenue according to account goals.
- Ensuring that the ads, keywords, and landing pages are in alignment with the focus of the campaign.
- Addressing and escalating campaign performance issues.
- Setting up Goals, Funnels in Google Analytics. Analyze user behavior & campaign performance.
- Monitoring web analytics dashboards, reports, and key reporting tools, and point out key areas of importance in accordance client goals.
- To Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Working closely with the other team members to meet client goals.

#### EDUCATION

DEGREE	INSTITUTE	DATE OF COMPLETION
B.Com Computer Applications(B.C.A)	Acharya Nagarjuna University(Distance)	2019
Intermediate	New Generation College	1999
Secondary School Certificate	Jyothi Bala Mandir	1997