

K SAKETH CHOWDARY

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## Professional Summary

Certified Salesforce Marketing Cloud developer and solution architect having 9 years of experience on Salesforce platform, with four end to end Marketing Cloud implementations. Working currently with PepsiCo Ind Pvt Ltd as Marketing Cloud technical architect, responsible for designing and delivering end to end Marketing campaigns using Journeys, automations, SQL, ampscript, Ad Studio, Email studio etc. and have strong digital marketing background with exposure to Eloqua and Marketo. Have good understanding of customer and data centric marketing solutions and possess good communication and client handling skills.

## Core Qualifications

- Design, build, test and deliver end-to-end marketing campaigns, right from the 1<sup>st</sup> party data onboarding to the consumer targeting.
- Delivered multiple high-volume email campaigns with personalized dynamic content by following Email best practices using content builder, ampscript, automations, Journeys, triggered sends.
- Strong hands-on experience in creating complex SQL query activities to dedupe and segment consumer data and target them in Ad studio for Google and Facebook Ads.
- Worked extensively on Contact data model, Content builder, Email studio, Automations, Journeys, Subscriber management, integrating CRM using Marketing cloud connect and Email tracking reports.
- Strong working experience using automation activities, data extensions, data views, query studio, Journey builder activities for multiple campaign deliveries.
- Used dynamic subject line and preheaders, A/B testing, path optimization and send throttling for large data volumes. Used Litmus builder to test emails.
- Configured the Business units for different business segments from the scratch, involving the Account settings and all the admin related tasks including SAP, SSL, SSO, FTP, key management and IP warming.
- Drive discovery connects with stakeholder for campaign requirements, delivery, and resource estimates.
- Built Cloudpages for custom unsubscribe mechanism, update Salesforce CRM records in real time, using ampscript, automation script activities and journey activities.
- Good knowledge and understanding of Interaction studio, site mapping, Einstein recipes and sending real time cross channel communications using journeys for the events configured in interaction studio.
- Strong understanding of CAN-SPAM Act and GDPR, Subscriber and Opt-Out management in Marketing cloud.
- Follow Agile best practices throughout the sprint cycles and provide technical assistance and end user troubleshooting for bug fixes and enhancement.

## Certifications

- Marketing Cloud Email Specialist
- Marketing Cloud Administrator
- Salesforce Platform developer 1

## Work Experience

### PepsiCo – Technical architect and Solution designer (May 2021 - present)

- As a technical architect, I am responsible for designing solutions to onboard 1<sup>st</sup> party consumer data into Marketing Cloud using API integrations, SFTP or Flat file mechanism and segment the data using SQLs to target the consumers through Emails and Ad Studio via Google and Facebook Ads. The 1<sup>st</sup> party data is collected as part of promotional campaigns run by agencies.
- Support the development team in executing technical design and customizing the platform, using ampscript, SQL, Contact data model, data extensions, trigger sends, automations and journeys.
- Created POCs for new implementations like Facebook Lead Capture, Package Manager, WhatsApp messaging, Push messages, Line messaging etc. Integration with Salesforce CRM using MC connect for multi org is on the cards, which I already implemented in my previous projects.
- Setup and configure Business units end to end, including the business rules, SAP, SSL, SSO, Roles, users, permissions and delivered multiple campaigns across those Business units.
- Created and monitor daily data backup activities and built custom daily metric reports using SQL queries to display campaign specific consumer counts to stakeholders. Setup audit trail and built automations to capture activity and access logs.
- Conduct technical process reviews, design sessions, architecture meetings and perform code reviews for all the new and existing codes and optimize it wherever possible. Perform impact analysis for any new requirement or changes to existing campaigns.
- Design, develop, and document solutions to meet technical requirements, including the subscriber model and data flow between SFMC as well as other systems.
- Created standards and reusable assets to accelerate implementations and improve quality. Reusable assets like data segment queries and automations that can be leveraged across campaigns under specific sector or Business unit along with naming convention and folder structure standard documents.
- Drive the discovery calls with business stakeholders to gather business, marketing, and technical requirements to craft a comprehensive and scalable solution. Understand the campaign requirements and key factors like nature of campaign, mode of data collection, mechanism of data import, frequency, volumes, targeting channels, segmentation criteria etc. and estimate the development time, number of resources needed for each new requirement and present it to the stakeholders.
- Connect with developers to monitor if the build is aligned with the designs, resolve any technical blockers and provide the technical signoffs.
- Document current state technical processes and run gap analysis between the current state and desired future state.
- As a Technical architect for COE platform, I also play an advisory role for Marketing Cloud practices in other sectors outside COE such as LATAM and Europe by providing guidance on the implementations and validate their designs and suggest the best practices. Created documents for each module and added to knowledge repository.
- Conducted Interviews and recruited resources as part of COE Marketing cloud platform expansion.
- As an Architect, I participate in the high-level stakeholder meetings with business heads alongside the Marketing Cloud COE Director. Discussions are mainly focused on the Marketing Cloud roadmaps and key campaigns, projects in pipeline and the key achievements in the previous quarter.

#### **Barclays – MC Senior developer and Consultant (Mar 2020 – May 2021)**

- Built dynamic emails with personalized content in content builder using ampscript and used litmus builder to test the renderings of emails in nearly 20+ email clients.
- Built Cloudpages for different business use cases such as custom subscription/Preference center using ampscript and SSJS.
- Created dynamic subject and pre-headers, used A/B testing and path optimizations to capture effective send times and subject lines.
- Extracted daily email tracking metrics using automation and shared the files on FTP using File transfer activities for the data team to pick up the tracking data.
- Built, tested, and executed File drop and Schedule automations for email and SMS campaigns.
- Extensively worked on Data extensions, data filters, SQL activities, query studio to segment or update DEs.
- Worked on Marketing cloud connect integrated with SF CRM and synchronized DEs.
- Created automations to process the data from SF CRM via MC connect and modified data in SF CRM using script activities in the automation studio.
- Used Journey builder for email and SMS campaigns. Used API events for real time sends from notification engines.
- Extracted email tracking metrics using data extract as well as using SQL in query studio on data views for opens, bounce, unsubs etc.
- Created SMS messages and sent them using automations and API event entry source in Journey builder.
- Configured installed packages and used rest API to invoke trigger sends through insomnia.
- Documented each campaign with asset locations, test files, QA reports and Litmus reports.

#### **JP Morgan Chase & Co. – Senior Developer (Oct 2017-Mar 2020)**

- Created emails and Landing pages using ampscript and updated data extensions, SF CRM custom objects.
- Worked on Marketing cloud connect to synchronize data between SF CRM and Marketing cloud.
- Extensively used data import, send email, SQL, data extract, script activities in automation studio.
- Created data extensions, SQL activities, send email activities in automation studio and invoked Journeys from automation.
- Created complex file drop automations with more than ten data segments, tested and deployed successfully.
- Created publication lists, added subscribers, and updated the status using ssjs and ampscript.
- Created automations to send daily unsubscribes to SF CRM using script activities.
- Created User initiated and triggered sends and used data filters as audience in User initiated sends.
- Used send throttling for large volumes and in case of limitations, used file drop automations.
- Worked on DocuSign tool integrated with Salesforce for E-signing. Created templates, fields, Validations, conditional triggers, and Salesforce field mapping.

#### **Capgemini Ind Pvt Ltd - Developer (Jun 2013 - Oct 2017)**

- Worked on customizing standard objects Accounts, Contacts, opportunities, Products, Price books, Leads, Campaigns, Reports and Dashboards in SF CRM.
- Customized user Roles, Role hierarchies, Profiles and Sharing settings to ensure that the protected data is available only to the authorized users in SF CRM.
- Created Data extensions, data filters, Lists, and worked on user creation and settings, profile attributes, automation activities in Marketing cloud.
- Worked on Roles, permissions, account level and user level settings, send classifications in SFMC.
- Managed users in Eloqua and monitored the data flow from Eloqua to Salesforce.com and the synchronization between the two systems.

**Education**

- B-Tech (2009-13) from KIIT University with 8.21 CGPA
- 12th from Narayana Jr. college (2009) with 88.20%
- 10th CBSE from BPS&JC (2007) with 80%

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I hereby declare that all the information given above is true to the best of my knowledge.