



Madhu Babu Surugula

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SKILLS

- Salesforce Marketing Cloud (SFMC)
- SQL, Amp Script, HTML, CSS
- Soup / Rest API
- Basic hands on Veeva CRM
- JIRA/DevOps ticketing tool, Litmus
- Informatica Power Center, IICS

COURSES & CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Administrator
- Salesforce Marketing Cloud Developer

EDUCATION HISTORY

Post Graduation

- Course: MCA (Computers)
- University: ANU (Nagarjuna University)
- Year of Passing: 2011
- Grade: 73%

Graduation

- Course: BA (Maths/Stats)
- University: ANU (Nagarjuna University)
- Year of Passing: 2008
- Grade: 69%

PERSONAL DETAILS

- Current Location: Hyderabad/Secunderabad
- Date of Birth: Aug 07, 1988
- Gender: Male
- Marital Status: Married
- LinkedIn: www.linkedin.com/in/madhusurugula

PROFILE SUMMARY

A Professional with 9.2 years of experience in Software Development with deep insights of using the Salesforce Marketing Cloud (SFMC) and IICS.

WORK EXPERIENCE

Lead Consultant at HCL Technologies – Hyderabad	HCLTech
Nov 2021 to Present – Merck Group Project	

Merck is a German chemical and pharmaceutical company based in Germany.

- Work Closely with Project/Product managers on Business requirement analysis, Design, Architecture, Consulting and Implementation.
- Multi-Country Roll-Out experience with expertise in Full-Release Management Life Cycle.
- Experience in Integrating Marketing Cloud with Salesforce CRM an External Applications using Rest API's.
- Follow Standard Coding practices, Keeping Custom Code organized, readable, Maintainable and Documented.
- Experience in Testing & Production Deployment.

Architect at Wipro – Hyderabad	wipro
April 2021 to Oct 2021 – Philips Project	

Philips is the largest manufacturer of lighting in the world. It is organized into three main divisions: Personal Health, Connected Care and Diagnosis & Treatment

- Worked on Automation Studio, Journey Builder, Audience Builder, Personalization with AMP Script, Audience Segmentation.
- Working on different Locale's to migrate the data from different environments.
- Build Ad-hoc Marketing Campaign with different types of Segments on Email.
- Leveraging Automation studio to automate the various functionalities which includes query activities, imports, file transfers etc.
- Using Data Views as required finding anything went in the data discrepancies.

Senior Consultant at Capgemini – Hyderabad

July 2020 to Mar 2021 – **Chubb Insurance Project**

Chubb is the world's largest publicly traded property and casualty insurer. Chubb provides commercial and personal property and casualty insurance, personal accident and supplemental health insurance.

- Working in Agile Environment and follow all scrum ceremonies like Sprint Planning, Grooming, Retro etc
- Automating marketing with Journey Builder Configuring Content Builder, Data Management, Testing, Sending & Analytics, and Audience segmentation.
- Worked on Automation Studio, Journey Builder, Audience Builder, Personalization with AMP Script, Audience Segmentation.
- Worked with 50+ BUS from different countries in APAC, EMEA, LATAM.

System Analyst at Hexaware – Chennai

Jan 2019 to June 2020 – **LifeTime Fitness Project**

LifeTime Fitness is the ideal of a more long-term fitness program meant to slowly, yet efficiently, improve your health. Instead of training for a specific event or reason, efforts are made to follow a healthy lifestyle and consistency with fitness sessions.

- Leveraging Automation studio to automate the various functionalities which includes query activities, imports, file transfers etc.
- Creating Informatica Cloud, Alteryx job with business improvement to get the required data to Marketing Cloud.
- Worked on Integration between SF to SFMC and the same vice versa from IICS cloud.
- Getting data from CRM and loading into SFMC with the help of Automations.

Application Developer Senior Analyst at Accenture – Bangalore

Dec 2016 to Jan 2019 - **Shiseido Americas Digital Factory Project**

Shiseido Company is a Japanese multinational personal care company that is a skin care, hair care, cosmetics and fragrance producer.

- Managing Digital Marketing Campaigns including BU creation, user creation, Assigning Roles, campaign creation.
- Creation of Lists and Data Extensions to manage organize and segment subscriber's data. Using publication lists to manage subscriber opt-ins.
- Creating and configuring paste HTML Emails, Triggered Emails, SMS which includes creation of custom preference center, subscription center etc.
- Designing and configuring one to one customer journeys using Journey builder tool to nurture engagement with contacts.

Application Developer at ESS (Extranet Software Solutions)

April 2014 to Aug 2019 - **Switzerland Communications Project** (Informatica PC 10, Oracle, TDM TDG)

SwissCom is to create customer information, products as selecting the customer, Orders like Postpaid and Prepaid plans for Residential peoples, Business peoples, Companies like main branch and its sub branches

- To build mappings, sessions, and workflows based on the client requirements.
- Used xml transformations to create the customer information through the xml Generator, xml parser transformations.
- To generate unique client required customer numbers as SCN's, and Quote's for an ordering.
- Generated the data through Informatica TDM tool to populate the data into the respective tables.

