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**Prasad P.V.V.R.S.V** **Email:** prasadpvvrsv82@gmail.com

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**Objective:**

My objective is to aid in the growth of the company, which would in turn result in my personal growth. I am a team player working to enhance my professional, organizational, and personal skills to work in a ground-breaking team aiming for a global success. Actively looking for roles in Marketing, Campaign Management, Business Development and Operations. Key interpersonal skills include strategic analysis, problem solving, and time-management.

**Key Abilities and Skills**

* 5 years of IT industry experience encompassing a wide range of skill set, roles and industry verticals.
* Proven ability to work effectively in both independent and team situations with positive results.
* Excellent stakeholder management and experience working in multicultural environment
* **Salesforce Marketing Cloud, SQL, AMP SCRIPT, HTML, MS Excel, JIRA**

**Work Experience:**

**Company** : Accenture Solutions Private Limited

**Designation** : Application Development Senior Analyst

**Client** Leading Pharmaceutical in USA

**Project Duration** : March 2016 – Till date

**Role** : Campaign Developer

**Tools** : Salesforce Marketing Cloud , SQL , HTML , Integration ( Connectors ), Ampscript

**Responsibilities:**

* Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS.
* Managing subscriber data, import and segmentation using a combination of Salesforce Confidential tools and

database queries.

* Develop end-to-end solutions for complex nurture campaigns (with potential optimization testing) to deliver personalized customer communications (Email).
* Strong knowledge of developing **AMPSCRIPT** code to implement business requirements by creating Dynamic content.
* Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolutions.
* Monitor customer communications to validate execution and deliver detailed campaign process documentation .
* Designed personalized email content using  HTML and CSS3, AMP script in Content Builder.
* Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign.
* Used automation studio for performing actions such as imports, data extracts and SQL query activities.
* Designed and configured journeys using activities within the Journey Builder and launched in the production after thorough testing.
* Consistently learns the ins and outs of **Salesforce Marketing Cloud**and its capabilities to stay competitive in the email marketing space, including but not limited to: Automation Studio, Journey Builder, Amp Script, SQL,.
* Working on HTML, CSS, Amp Script to update HTML based emails and landing pages.
* Responsible for technical coordination including email **QA** in **html**, writing **SQL** query and **AmpScript** logic and leveraging assets to build and deploy email campaigns
* Used Journey builder in running more than 50 different campaigns along with Automation Studio and Contact Builder.
* Used HTML, CSS, AMPScript and other technologies to build customized solutions that support critical business functions.
* Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.
* To Monitor the campaign post-deployment to validate completion
* To Develop robust campaign documentation, including customer specific work instructions
* Send emails through Exact Confidential and track campaign results and efficacy. Leverage existing email templates to create new email campaigns
* Enabling dynamic content management and personalization using AMPScript
* Use AMPscript language to create various email campaigns; create automated marketing campaigns
* Familiarity with SQL language for writing queries for data in Automation Studio .
* Track campaign metrics including, sends, click through rates, and other measures using both exact Confidential and building dashboards in landing pages with the help of Ampscript and SSJS to present analytics to company stakeholders.
* Validating the emails using Litmus tests.
* Good Knowledge and worked on **Data Extract** , **File transfer** and **Import** activities in automation studio.

**Project Automations and process changes :**

1. **Top URL clicks :**

**Objective:** To develop a landing page which shows the top 5 clicks of an Email for the selected timeframe which provided as input.

**Outcome:** This landing helps the onshore team who doesn’t have access to fetch from SFMC inturn used this page to pull the data easily. This greatly reduced the ticket flow to the team.

**Tools/languages :** Landing Pages in SFMC , SSJS , Amp script , HTML , SQL

1. **Trigger Weekly deployed emails via email :**

**Objective:** To develop a scheduled automation to which runs on Monday which sends the data extension data as an attachment via email.

**Outcome:** This automation sends the data weekly basis to analytical team without manual intervention.

**Tools/languages :** Landing Pages in SFMC , Amp script , HTML , SQL

1. **Re- running the errored automation using SSJS :**

**Objective:** In most of cases automations failed due to unknown error and completes successful during the manual run. Re-running the SMS and Email reminder campaigns when errored out on weekend when no monitoring happen.

**Outcome :** Re-execute the automation again to make it completed successfully before the send.

**Tools/languages :** SSJS , Automation studio , Script Activities

**Accomplishments**

* Recognized by stakeholders for suggesting new ways of working and streamlined the process to support the project teams whilst reducing report production time by 25%
* Managed end to end process single handed by effective engagement with colleagues across countries and successfully achieved with quality.
* Received Appreciations from Client for the rush deployments which deployed without disturbing quality.
* Marketing Cloud Email Specialist and Marketing Cloud Consultant.

**Qualification**

* B.Tech in Electronics and Communication Engineering – GMR Institute of Technology, Rajam, Andhra Pradesh.
* Intermediate/12th – Sri Chaitanya Junior College, Rajahmundry
* S.S.C/10th – Bhashyam Public School , Rajahmundry

**Personal Details**

Date of Birth : 24 April 1994

Father’s Name : Pati Suryanarayana

Languages known : English, Hindi, Telugu

Present Address : #8, omshakthi nilaya , 2nd cross ,

Shirdi Sai Nagar , Munnekollal , Bangalore – 560037.