**RESUME**



**GOPICHAND .A**

**E-Mail:gopichandsfmc@gmail.com**

**Cell: 7780501073**

**PROFESSIONALSUMMARY**

* **Over all 5 years of professional experience in Software Development with strong technical skills including experience in Salesforce.com and Force.com platform as a developer and Salesforce Marketing Cloud.**
* **Worked on AGILE Methods.**
* **Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaigns.**
* **Configured FTP accounts and used it for import and File transfer upload and tracking total number of email sends and opens.**
* **Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform**
* **Coordinated with IT development teams to build user stories, business requirements, and monitor data .**
* **Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform.**
* **Coordinated with IT development teams to build user stories, business requirements, and monitor data quality for data feed process and Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.**
* **Created Data Extensions, Data Filters and Filters. Created User Initiated emails.**
* **Developed AMP script code to implement business requirements by creating Dynamic content.**
* **Used Automation studio for performing actions such as imports, extracts and SQL query activities.Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation**
* **Ready to explore and learn new technologies.**

**TECHNICALSKILLS**

|  |  |
| --- | --- |
| **Marketing Cloud:**  | Salesforce.com, Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder,Analytics Studio,Advertiing Studio,Einstein Analaytics,MOBILE PUSH, Mobile Connect,Cloud Pages,Contact Builder**.** |
| **SALESFORCE TECHNOLOGIES** | Apex Classes, Test Classes, SOQL, SOSL, Triggers, Custom Objects, Validation Rules, Work Flows, Dashboards, Rep. |
| **SALESFORCE API TOOLS** | Eclipse , Apex Data Loader,ANT |
| **IDE:**  | IDE, Eclipse, Visual Studio,  |

|  |  |
| --- | --- |
| **APPLICATION SOFTWARE** | MS Office |
| **PROGRAMMING LANGUAGES** | Apex, XML, HTML5, Java Script, CSS3 |
| **OPERATING SYSTEMS** | Windows Server 2008/ 2003 / 2000, Windows XP/7/NT |
| **Databases:** | Force.com DB,  |

**EDUCATION:**

* **B.Tech** (Bachelor of Technology) from   **MLEC(JNTUK)**

**PROFESSIONALEXPERIENCE**

* **Working as a Associate Consultant in HCL Technologies Ltd, from 7 Mar 2016 to Till date**

**PROJECT 3**

**ProjectName**:**NEXENTA [MAR2018 to TILL NOW]**

**Client** **: NEXENTA**

**Role :MARKETING CLOUD Consultant**

* Design and developed 1000+ emails a month using Exact Target and Salesforce to meet our various clients and company requirements as per expectations**.**
* Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
* Automated the import, extract and query activity using Automation Studio.
* Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
* Experience on Mobile push and Mobile connect.
* Experience on cloud pages and web pages.
* Automated the import, extract and query activity using Automation Studio.
* Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
* Experience on ad hoc email campaigns and Recurring campaigns as well.
* Set up workflows for marketing in ExactTarget which will send out emails based on time intervals.
* Configured the customer journeys with the company, worked on Journey Builder, Email Studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
* Conducted A/B testing and did recommendations accordingly.
* Identify opportunities for revenue growth assisting sales and client services team.
* Built advanced campaigns leveraging data, strategy & budgeting constraints.
* Written SQL queries to build targeted audiences & Extract Data.
* Worked on Customer profile center, subscription center, branding, management and customization.
* Generating and reporting on email Campaigns (status of outcomes) for various stakeholders.
* Created Many Templates and many sender Profiles, send classifications and associated them according to the client’s request.

**PROJECT 2**

**ProjectName : DuetscheBank [APR2017to MAR2018]**

**Client : DBS Bank**

**Role : Sales force Marketing Cloud Consultant**

**Role/Responsibilities:** Development

* Design and developed 1000+ emails a month using Exact Target and Salesforce to meet our various clients and company requirements as per expectations**.**
* Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
* Automated the import, extract and query activity using Automation Studio.
* Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
* Experience on Mobile push and Mobile connect.
* Experience on cloud pages and web pages.
* Automated the import, extract and query activity using Automation Studio.
* Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
* Experience on ad hoc email campaigns and Recurring campaigns as well.
* Set up workflows for marketing in ExactTarget which will send out emails based on time intervals.
* Configured the customer journeys with the company, worked on Journey Builder, Email Studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
* Conducted A/B testing and did recommendations accordingly.
* Identify opportunities for revenue growth assisting sales and client services team.
* Built advanced campaigns leveraging data, strategy & budgeting constraints.
* Written SQL queries to build targeted audiences & Extract Data.
* Worked on Customer profile center, subscription center, branding, management and customization.
* Generating and reporting on email Campaigns (status of outcomes) for various stakeholders.
* Created Many Templates and many sender Profiles, send classifications and associated them according to the client’s request.

**PROJECT 1**

**Project Name : Salesforce Development [Mar2016toMar2017]**

**Client : Salesforce.com**

**Role :MARKETING CLOUD SUPPORTand SALESFORCE DEVELOPER**

* Worked on Salesforce1 Platform to build Mobile App by enabling Lightning Components for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Retrieved some data and its functionality from Third-Party API’s and displayed within the lightning component.
* Created multiple Lightning Components, added CSS and Design Parameters that makes the Lightning component look and feel better.
* Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
* Used refined global search in Lightning by developing Apex classes and Controllers.
* Built Lightning Component Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.
* Used field level security along with page layouts in Lightning to manage access to certain fields.Motivate, develop, coach, and lead team members in adherence with established processes

**PERSONALDETAILS**

* Nationality **:**  Indian
* Languages known **:**  Telugu, Hindi, English

 **(Gopichand .A)**