KARTHIK G SFMC Developer

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**PROFESSIONAL SUMMARY:**

Over 6.5 years of experience in Email Marketing using Sales Force Marketing Cloud. Implementation, customization, enhancement, and support.

**SKILLS**

* Performed detailed analysis of business and technical requirements and Creating, building and executing campaigns in Sales force Marketing Cloud.
* Customizing various standard and custom objects in Sales force, like accounts, contacts, properties, reports, and dashboards in Marketing Cloud.
* Good in documenting and quality, Worked on Problem tickets.
* Have hands on Production Support.
* Have hands on experience on Service Management – Incident and Problem Management.

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| Sales force Technologies | SFMC – Email Studio, Journey Builder, Automation Studio, Contact Builder,  Content Builder, Audience Builder, Cloud Pages, Data extensions |
| Web & Programming Languages | AMP Script, HTML, CSS, Email Templates |
| Service Management Tools | Servicenow, Remedy, Maximo, Clarity, SM9, TSRM (Tivoli Service Request Manage tool), ITSM. |
| Database | Oracle, SQL Server and MY SQL |
| Operating System | Windows xp, 2000, Server/XP, Linux. Win 7 |

**WORK EXPERIENCE**

**Client: Technosoft**

**Project:** Marketo

Marketing Cloud Developer

**Dec 2019 – Apr 2020**

**Roles & Responsibilities:**

* Used journey builder for creating and improve customer journeys.
* Hands on experience in creating, building and executing campaigns in Sales force Marketing Cloud.
* Worked on Automation studios and also created related Activities.
* Automated the import, extract and Query activity using Automation Studio.
* Used AMP Scripts while creating the Email templates and while using data from data extensions.
* Automated the process through Automation Studio which is scheduled and consist of various activities - queries, file transfer, data filter, data extract, Send Email.
* Provide support setup, training and execution of marketing process.
* Monitored daily send reports and automations (in SFMC Tool).
* Tested thoroughly and deployed to production.

**Client: P3Solutions**

**Project:** Archon

Marketing Cloud Developer **May 2017 – Nov 2019**

**Roles & Responsibilities:**

* Used journey builder for creating and improve customer journeys.
* Managing Email Marketing campaigns that include Business Requirements Document Discussion, creation of blue prints, creating data extensions, data filters, queries and measures.
* Hands on experience in creating, building and executing campaigns in Sales force Marketing Cloud.
* Contributed towards building and validating HTML codes.
* Created User Initiated emails and Automation steps.
* Worked on Automation studios and also created related Activities.
* Automated the import, extract and Query activity using Automation Studio.
* Used AMP Scripts while creating the Email templates and while using data from data extensions.
* Automated the process through Automation Studio which is scheduled and consist of various activities - queries, file transfer, data filter, data extract, Send Email.
* Sent email proofs to the recipients.
* Provide support setup, training and execution of marketing process.
* Participated in daily scrum meeting with vendor, marketing and internal staff.
* Monitored daily send reports and automations (in SFMC Tool).
* Tested thoroughly and deployed to production.
* Design the release and business documentation.

**Client: Microsharp R&D**

**Projects:** MasterCard, American Express, General motors, Honeywell, Waste Management.

Project management **Aug 2013 – Apr 2017**

**Roles & Responsibilities:**

The role define current and future operational scenarios and work with the client and the I/T Revolver Groups across the global teams in UK, US, India and Philippines to ensure proper translation of business requirements to IT solution delivery.

* Maintain high performing service support functions including and IT Service Desk, Desktop Support and VIP Support Owner of the Incident, Request, Change and Escalation processes, ensuring high levels.
* As owner of the escalation process need to take ownership of Major incidents to ensuring coordination of resolving parties, effective communication to stakeholders and post incident review Monitor, control and support service delivery, ensuring systems, methodologies
* Procedures are in place and followed Champion Service and Support in projects and developing a strong understanding .
* Analyze and understand the client requirements, project targets and goals.
* Incident Management – Handling Major Incidents, Chair Bridge calls for effective coordination, incident resolution, service restoration.
* Ensuring restoration of the normal business services at the earliest, thereby reducing the impact on business
* Driving all High Severity Issues (P1/P2) Resolution Bridge calls for service restoration, effective coordination, escalation, notification and resolution. Cascade Major Incident notifications and notify business of any critical outages.
* Ensuring that incidents and service requests are processed consistently
* Directing the support resources where most required
* Provide information that allows support processes to be optimized ,thus ensuring that the best possible levels of Service quality and availability are maintained
* Worked closely with Incident Management team for reactively minimizing the impacts of underlying Problems & resulting Incidents.
* Attending Daily Incident & Problem meeting with the clients.

**Educational Qualifications**

* **B.Tech (CSE)** from Jawaharlal Nehru Technological University Anantapur -2013.

**PERSONAL INFORMATION**

Language(s) : English, Telugu.

Address : HSR Layout, Bangalore.

**Declaration:**

I hereby declare that the above information is correct best of my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Place:** Bangalore

**Date:**

**(Karthik G)**