# M Anjineyulu

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## Objective:

I am seeking a challenging position with an organization that is rapidly expanding & offers good, advanced potential.Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning. I am ambitious well-organized professional with 8+ years of experience as a Software Engineer.

## Core Competencies:

- Email Studio
- Analytics Builder (Intelligence Reports)
- Automation Studio
- Journey Builder
- Web studio
- Content Builder
- Contact Builder
- Datorama
- Mobile Studio
- Amp Script/HTML/CSS
- Google Analytics
- Google Ads
- Facebook Ads

## Certifications:

- Salesforce Certified Marketing Cloud Specialist
- Google Analytics Certified
- Google Search/Display/video/shopping/app Certified
- Google My Business Certified

## Projects:

- **Pharmacann Project**
- **Autogepant Project**
- **Abbevie Project**
- **GSK Project**
- **Skyrizi Project**

## Professional Experience

### Wesnia Info Solutions pvt ltd
**Title: Digital Marketing Manager**
**Duration:** June 2015– 2020 Feb
**Responsibilities:**

- Planning and implementing digital marketing strategies across all channels – ensuring all work is completed on time and to budget.
- Ensuring brand consistency is delivered online across all channels.
- Monitoring and improve the overall PPC/Google Ads strategies.
- Developing and implementing a successful social media and community management strategy for all campaigns on all the major platforms, such as Facebook, Twitter, LinkedIn, Instagram and Pinterest.
- Monitoring and Analyze the Performance and Reports with Google Analytics'
- Report project progress and outcomes to CEO on a weekly, monthly and quarterly basis – using Google Analytics and similar programs
- Running regular social promotions and campaigns and tracking their success

- Working alongside other marketers and content marketers to help distribute content that educates and entertains our audience and supports marketing goals.
- Driving consistent, relevant traffic and leads from social network presence in Shaw academy
- Exploring new ways to engage and identify new social networks to reach our target buyers.
- Implementing all strategies for Google Ads and Facebook Ads to reach more goals.
- Establishing SEO & Social Intelligence in the organization to build a customer first approach across business verticals.
- Supervising a team and integrating interactive media into the overall business strategy.

# Kingston Info Solutions
**Title: SFMC Developer**
**Duration:** Feb 2020 – Present
**Responsibilities:**

- Experience in the Analytics Builder to create the Intelligence Reports (Datorama).
- Build, test, and deploy personalized email marketing campaigns within the email studio. Setup campaigns in Journey Builder and build out dynamic content blocks. Deploy email campaigns using Email Studio, Interactions, Automations, and Journey builder.
- Develop Content Builder email templates and respective content blocks; requires strongHTML/CSS, AMP script, Guide Template Language, Server-Side JavaScript
- Build relational data models and corresponding data extensions
- Create reports of email tracking data and deliver them to internal clients
- Respond to common business requirements and perform basic administrative functions withinMarketing Cloud with the support of the SFMC administrator
- Ensure design and email layout is optimized, renders and function correctly across email clients, and is mobile friendly-strong attention to detail, QA, and visual aspects utilizing Litmus
- Assist in designing and documenting solutions to leverage automation, dynamic content, data-driven segmentation, and other sophisticated Salesforce Marketing Cloud capabilities to maximize customer engagement and response.
- Update training documentation for the internal design team Ability to interpret analytics/trends and make creative suggestions based on email best practices
- Accurate QC/Proofing of emails before deployment
- I am Expertise in Source systems Integrations are SFDC, FTP, API, and Cloud pages.
- I have hands-on experience in Creating& Designing Emails in multiple ways like Guided send, Email Activity sends, and Journeys ends.
- Create email databases for lead generation.
- Analyze campaign performance and suggest improvements
- Strong knowledge of HTML and quality assurance for interactive campaigns
- I have Experienced in Create Newsletters Including all company information.
- I have Experienced in handling Email Templates using graphics, Personalization, and Advanced Features.
- Plan, Create, execute, and Promote Mobile Friendly Email Templates.
- Measure and report performance of email campaigns and assess against goals (ROI). Including open Rate, and Deliverability.
- AMP script, SQL, HTML/CSS, and PowerPoint
- Responsive email design and coding
- I have experience in building solutions on the SFMC Platform: Cloud Pages, Smart Forms, Web Collect, Email Studio, Social Studio, Query Studio, Package Manager and Journey Builder
- Knowledgeable in all aspects of email marketing and systems, including template configuration and management, dynamic content, queries for data extensions, and content builder.
- Collaborate with copywriters and visual designers to produce email creative that is on strategy, on target, in brand, and consistent with what is currently in the market.
- Familiarity in Marketing Cloud Connector, data extensions, integration with external systems (API)

## Education:

**B.TECH (ECE)**
  2011-2015

## Additional Information:

**Date of Birth**:15-04-1994
**Sex:** male
**Marital status:** Married
**Nationality:** Indian