
SUMMARY:

- Overall **5.3 years** of professional experience in Software Development with strong technical skills including experience 2 years Salesforce.com and Force.com platform as a developer and 3.2 on Salesforce Marketing Cloud.
- Worked on different modules in Salesforce Marketing cloud exact-target: Email studio, Social Studio, Web Studio, Automation studio, interaction studio, Contact Builder, Journey Builder, Content Builder.
- Worked on marketing cloud connect to integrate in two clouds by using synchronized data extensions.
- Design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform
- Created Data Extensions, Lists, Data filters and created User Initiated emails.
- Working with Automation Studio for performing actions such as Imports, Extracts, Transfer etc, by integrating External FTP Accounts.
- Have worked on Data Views to generate Reports like sent, bounces, open, clicks and last contacted 24hrs Customer data by using SQL query activity in automation studio.
- Developed AMP script code to implement business requirements by creating Dynamic content.
- Working with HTML, CSS, SSJS to update HTML based Emails and loading pages.
- Created Various Journeys based on client requirement and experience in flow controls like Decision split, Engagement split etc.
- Knowledge on Business unit creations and also worked on user roles and permissions.
- Worked on cloud pages to conduct Surveys to Customers and also worked on Unsubscribes.
- Have worked on Installed packages.
- Experienced in Browser Compatibilities.
- Ready to explore and learn new technologies.
- Coordinating with team members in developing database structure.
- Understanding the client requirements and functionality of the system.

PROFESIONAL EXPERIENCE

- Worked as Salesforce marketing cloud developer in **UBUS Technologies Pvt Ltd** from FEB 2018 to Till date.

EDUCATION:

- Completed my graduation from Adarsh management institute of India.

TECHNICAL SKILLS

Marketing Cloud:	Exact Target, Salesforce.com, Email Studio, Mobile Studio, Social Studio, Automation Studio, interaction studio, Audience Builder, Builder, Content Builder, Contact Builder, Einstein Analytics, Cloud Pages, & MC connect.
APPLICATION SOFTWARE	MS Office.
PROGRAMMING LANGUAGES	HTML5,CSS,AMP Script, SQL, SSJS,FILEZILLA, AJILE.
Operating Systems	WindowsServer2008/2003/2000,Windows XP/7/NT

PROJECT 3 (Sep-2021 To Till Date)

Project Name : **ZENNI OPTICAL**
Client : **ZENNI OPTICAL**
Role : **MARKETING CLOUD DEVELOPER.**

Roles And Responsibilities

- Worked on Salesforce marketing cloud support tickets.
- Used to work on different type of tickets were customer faces on different scenarios.
- Worked on Salesforce marketing cloud connect to connect SFDC.
- Worked on content builder issues and data Extension issues.
- Worked on Contact builder, Email Studio, Journey Builder.
- Checking the data of Email Studio of different types of Bounces.
- Working on issues when a customer faces any problem in salesforce.
- 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.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Developed and maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the import, extract, verification, SQL query activities using Automation Studio.
- Tracking total number of emails sends and opens, extracting the reports according to the requirements to send follow-up emails.

- Have worked on Data Views to generate Reports like sent, bounces, open, clicks and last contacted 24hrs data by using SQL query activity in automation studio
- Worked on Cloud pages and Installed packages.
- Create AMP script for Dynamic Content and Email Personalization.
- Created Various Journeys based on client requirement and experience in flow controls like Decision split, Engagement split etc.
- Conducted A / B testing, and did recommendations accordingly. -

Environment: **HTML5, CSS3, SQL, AMPSCRIPT, SSJS, FILE ZILLA, AJILE.**

PROJECT 2 (March-2020 to Sep-2021)

Project Name : **ADIDAS**
 Client : **ADIDAS**
 Role : **MARKETING CLOUD DEVELOPER.**

Roles And Responsibilities

- Development in Email Studio, Automation Studio, Journey Builder
- Used SQL for Segmentation of Audience and for Reports and to generate engagement data with the help of data views.
- 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 send and extracting the reports according to the requirements to send the follow up mails.
- Worked on all entry sources and Activities in Automation Studio.
- Set up workflows for marketing in Exact Target which will send out emails based on time intervals.
- Coordinating with development team to build user stories, business requirements, monitor data quality for data feed process.
- Creating marketing campaigns using Marketing cloud tools like Journey builder, Email Studio and Automation studio.

Environment: **HTML5, CSS3, SQL, AMPSCRIPT, FILE ZILLA.**

PROJECT 1 (March-2018 to Feb-2020)

Project Name: **DAIMLER**
 Client : **DAIMLER**
 Role : **SALESFORCE ADMIN**

Roles And Responsibilities

- Maintains multiple user profiles, role hierarchy, security, and sharing rules, and other Salesforce.com out-of-the-box access features
- Perform data integrity (rules and merging records) functions establishing proper ownership and record type maintenance in accordance with sales territories
- Supports the training department with new material for end users on the Salesforce.com application. When called upon, help to train the new and existing users how to use SFDC and related applications
- Conduct QA Tests on changes to Salesforce.com deployment including managing multiple sandbox instances
- Create and maintain documentation on processes, policies, application configuration and help related materials for users
- Work with Data Integrity and Duplicate Management to help clean and dedupe lead, contact and account data
- Participate in with user requirement sessions and document user requirements to address changing business needs. Review design approach with Product Manager
- Build strong understanding of SFDC best practices and functionality

PERSONAL DETAILS:

- Date of Birth: 10/07/1993
- Email ID: subbuvemuluru3450@gmail.com
- Contact: +91 9100443450
- Languages Known English, Telugu, Kannada and Hindi.
- Marital Status: Single

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.

(Subbarayudu V)