AKASH J R

Contact:+**91-9019771420**
Email:**akashjr0116@gmail.com**

CAREER OBJECTIVE:

Everyone define their own limits, new challenges are always there. Time has come for me to raise the bar and define new goals for myself. Dedication to services and to design, develop intuitive email newsletters while continuing to learn and expand my knowledge of Digital marketing and testing tools.

SUMMARY:

- 2 years of work experience in **Salesforce Marketing cloud.**
- Developing **HTML emails** and working with **Sales force marketing cloud** (Exact target Application)
- Experience in creating campaigns and messages content for templates, delivering campaigns schedule.
- Proficient in **Email studio**, **campaign management**, Admin setup .Working knowledge   over build and configuration of Business Units, Landing Pages, Data Extensions, Smart Capture, Contact Builder. Hands-on in Content builder
- Expertise over **Journey builder** and **Automation studio.**
- **Email Studio**: Email creation, testing and deployment
- **Email testing** – Using Litmus, Return-Path and Email-On-Acid (EOA) tools
- Work with the email marketing team to understand key campaign parameters and inputs, such as subscriber audience, program frequency, degree of personalization and overall creative approach
- Ensure cross-email client experience through rendering tests on major email platforms (Hotmail, Yahoo!, Gmail, AOL, Outlook) on multiple browsers and operating systems for both desktop and mobile devices
- Good People and Team management skills with ability to keep the team motivated and focused. Affable person with Good Communication and Interpersonal skills.
- **A/B Testing** – conducting A/B testing to test different components of email
- **Query activity** – To extract records from Sync Data Extensions
- Worked in 24/7 Team for supporting clients and monitoring all campaigns status.
- **Data work** – File upload, segmentation, Data filters

PROFILE:

Worked as **Salesforce Marketing Cloud Developer ,** since MAY 2018   to FEB 2021   in**Core Integra Pvt Ltd   ℅ Tata Consultancy Service Ltd (TCS) ,** Bengaluru.

WORK EXPERIENCE

Project Name :   Sales force marketing cloud.

   Client   : The Children's Place & North East, amex

   Role   :SFMC Developer

   Tool   :Exact target tool

   Team Size   : 6 Members

Description:

To make the client understand the process of capturing leads from web form and storing in data extension, Journeys, Creating Emails from the assets brought into Content builder through integration.

Responsibilities:

➢ Creating Lists, Data Extension, User Initiated Emails, Setting up Campaigns, A/B Testing, Automations, Deployment Details using SFMC tool
➢ **Handling the client calls and constant Interaction with the onshore team regarding the management of client accounts.**
➢ Created list, Data extension and segmented audience using filters and SQL queries Suppressed audience using Auto suppression list.
➢ Created landing pages and worked on Amp script for capturing the customer information on the signup pages under guidance of senior consultant.
➢ Created templates and emails under content builder and maintained portfolio. Created dynamic content for the emails.
➢ Created Dynamic Content Emails using new content builder.
➢ Preparing the report of individuals based on their bugs identified.
➢ Played the Role of lead developer and helped clients on understanding the entire Functionality of Marketing cloud.
➢ Performed the entire setup on Social studio from creating users till generating reports for all social media forums.

SOFTWARE SKILLS:

Programming Language   : HTML ,CSS ,Salesforce Marketing Cloud, SQL.

ACADEMIC PROJECT:

Project:ACTIVE AND PASSIVE FTP DESIGN AND ITS SECURITY ANALYSIS

Scope: When FTP is used in modern environments is with NAT gateways, firewalls, and Cisco access lists, problems can arise , whether you use active or passive mode. FTP is often used for mission-critical applications on the public Internet, which is probably a mistake. There have been many attempts to make FTP more secure. We designed FTP to reduce the vulnerabilities and Finding patches to overcome the vulnerabilities

Technologies :wireshark,packet tracer

AREAS OF STRENGTH:

- Positive thinking
- Team player
- Open to learn new ideas.

EDUCATIONAL QUALIFICATION:

- **10 th** with aggregate 66.24% from Nagashree English School,in 2010.
- **12 th** with aggregate 70.50% from Alvas PU College,in 2012**.**
- **BE** in the stream of Computer Science with aggregate 58.10% from Adichunchanagiri Institute of Technology(**AIT**) , Visveswaraiah Technological University, in 2016.

PERSONAL DETAILS:

Father's name	**:**	Ramesh J N
Mother's name	**:**	Pushpa B G
Nationality	**:**	Indian
Gender	**:**	Male
Date of birth	**:**	16th JAN 1995
Languages known	**:**	Kannada, English,Hindi,Telugu

DECLARATION:

I hereby declare that information given about is true to best of my knowledge and I bear responsibility for the correctness of above mentioned particular.

AKASH JR