Jogi Jeevan Kumar

Email: Jogikumar0315@gmail.com
Phone:8639559223

Certified Salesforce Marketing Cloud Email Specialist

PROFILE SUMMARY

- Over **5.7 years** professional experience in Software Development with(**2** years as salesforce admin & **3** years as sales force marketing cloud Developer) strong technical skills including experience in Salesforce.com and Force.com platforms.
- Worked on AGILE Methods.
- 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
- 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.

PROFESSIONAL EXPERIENCE:

- Working as Salesforce Marketing Cloud Developer at **GSS informatics private Ltd , Hyderabad** from May 2018 till Date **.**

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PROJECT 1

Project Name : Daimler   **[MAY 2018 to June 2020]**

Client   : Mercedes Group

Role   :   Marketing Cloud Developer

- 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.
- 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.

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PROJECT 2

[July 2020 to Present]

Client   :   Caliber home loans

Role   **:**   Marketing Cloud Developer

- Design and developed 50+ emails using Exact Target and Salesforce to meet our Bank client requirements .
- Designed and Developed Advanced Journey builders for our client.
- Conducted A/B testing and did recommendations accordingly
- Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the import, extract and query activity using Automation Studio.
- Tracked total number of emails sent 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.

Environment: Salesforce.com, , HTML5, CSS3, SQL, Web Services, SOAP, REST, FILE Zilla,POST MAN.

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PROJECT 3

Client : Zenni opticals

Role : Marketing Cloud Developer

- Automated the import, extract and query activity using Automation Studio.
- Tracked total number of emails sent 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.
- 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.

Environment : Salesforce.com, HTML5, CSS3, SQL, Web Services, SOAP, REST, FILE Zilla,POST MAN.

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EDUCATION:

- **B.Tech** (Bachelor of Technology) from   **J.N.T University (Anantapur)** with 60%.

TECHNICALSKILLS

Marketing Cloud:	Exact Target,Salesforce.com, Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder, ,Einstein Analaytics, MOBILE PUSH, Mobile Connect,Cloud Pages, Contact Builder,Journey builder
PROGRAMMING LANGUAGES	HTML5, CSS3,AMP Script,SQL

Jeevan kumar