

# Kondababu Chennakesavula

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## Profile

To seek challenging opportunities with a professional organization where I can effectively utilize my proven skills in all forms of testing and training that would benefit the organization and augment my knowledge, enhance my skills, provides me with job satisfaction and help me achieve personal as well as organizational goals.

## | PROFESSIONAL SUMMARY |

- 3 years of IT experience as an Salesforce Marketing cloud Developer.
- Having Experience in Salesforce Admin and Development.
- Having experience in WhatsApp integration and API integration.
- Extensive knowledge of email platforms, integrations, and data analysis, with a reputation for developing effective strategies to maximize reach and engagement
- Extensive experience with all primary elements of marketing Cloud: Email Studio, Journey Builder, Analytics Builder, Audience Builder, A/B Testing of Emails
- Key contributor to Salesforce Marketing Cloud configuration and administration, particularly in business unit setup, user roles, RMM settings, sender profiles, and security settings
- Designed and built email templates and landing pages using HTML, CSS, and JavaScript
- Hands-on experience with Email Studio, Web Studio, Automation Studio, Mobile Studio, Journey Builder, Contact Builder, Interaction Studio, and SQL
- Capable of learning New Technologies very fast and accordingly proved

## | EDUCATION AND CERTIFICATIONS |

- Graduated from Krishna University.
- Salesforce certified Marketing Administration
- Salesforce certified Administration.
- Salesforce certified AI Associate.

## | CAREER EXPERIENCE |

- Currently working as Senior System Engineer in Infosys limited from Sep 2021 to till date.

## | TECHNICAL SKILLS |

**Technologies:** Salesforce marketing cloud.

**Operating Systems:** Windows and Linux

**Salesforce Tools:** Automation Studio, Journey Builder, EmailStudio, Data Loader Tool, and Workbench.

## |Work Experience |

### Project 1:

Client : Haleon

**Role:** SFMC Developer

**Description:** Haleon is a healthcare project that focuses on running campaigns to attract customers in different markets. It leverages advanced technologies to enhance patient engagement and streamline healthcare services. By utilizing Salesforce Marketing Cloud, Haleon creates personalized and effective communication strategies, ensuring that patients receive timely and relevant information

#### **Roles and Responsibilities:**

- Designed and built responsive email templates and landing pages using HTML, CSS, and JavaScript.
- Ensured consistent branding, mobile responsiveness, and engaging user experiences across all communications.
- Implemented dynamic content and personalization to enhance customer interactions.
- Played a pivotal role in setting up Business Units (BUs), managing users and roles, configuring RMM (Reply Mail Management) settings, and ensuring sender profile security.
- Designed customer journeys for personalized interactions.
- Ensured compliance with CAN-SPAM rules to maintain email deliverability.
- Collaborated closely with designers to create compelling content creatives for campaigns.
- Conducted thorough campaign testing while adhering to best practices.
- Managed IP address blacklists to maintain sender reputation