

AJUMA

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Summary:

- Over 5.9 years - 2.5 years into Sales force admin, 3.4 years into Sales Force Marketing Cloud with strong technical skills including experience in Salesforce.com and Force.com platform as a developer and Sales Force Marketing Cloud.
- Worked on Agile & Scrum Methodologies.
- 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 different categories of Data Extensions, Data 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.
- Created packages for REST API and integrated with third party.
- Ready to explore and learn new technologies.

PROFESSIONAL EXPERIENCE

- Worked as Salesforce Marketing Cloud Developer for 3.4 years and as Salesforce admin for 2.5 years in UBUS Technologies, Bangalore from August 2017 to till date.

PROJECT 3

Project Name : SANOFI
Client : SANOFI
Role : MARKETING CLOUD DEVELOPER
Tenure : OCT 2022 to till date

- Performed integrations between SFDC to SFMC with MC connector and API integration to the third party systems such as informatica.
- Used SQL to perform audience segmentation.
- Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the import, extract and query activity using Automation Studio.
- Worked on different automation studio steps with data extract, file transfer and SQL query
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Worked on FTP file drop automations and schedule automations.
- Created different kinds of email templates for dynamic email templates.

- Worked on different tracking process in ABO with different campaigns for each campaign how the open and clicks.
- Created API event journey for integrating with informatica tool..
- Created different journeys as per the campaign requirement..
- Worked on cloud pages to insert records both in SFDC objects and SFMC DE.

PROJECT 2

Project Name : Loyalt Management
Client : Johnson & Johnson
Role : MARKETING CLOUD DEVELOPER
Tenure : APR 2021 TO SEP 2022

- Created data Extensions and data filters.
- Inserted data into DE manually by uploading files in DE.
- Worked on FTP file transfer and Data extract.
- Writing SQL query for the data of synchronized Data extensions.
- Automated the import, extract and query activity using Automation Studio.
- Tracked total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Conducted A/B testing and did recommendations accordingly
- Experienced on cloud pages and web pages.

PROJECT 1

Project Name : DELL
Client : DELL AMERICAS
Role : MARKETING CLOUD CONSULTANT
Tenure : JAN 2020 TO MAR 2021

- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends 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 Exact Target 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 Sales force Marketing Cloud (Exact Target).
- Conducted A/B testing and did recommendations accordingly.
- Identify opportunities for revenue growth assisting sales and client services team.
- Written SQL queries to build targeted audiences & Extract Data.
- Worked on Customer profile center, subscription center, branding, management and customization.
- Created Many Templates and many sender Profiles, send classifications and associated them according to the client's request.

EDUCATION:

- **B.Com** Computer Applications from **S.V University (Tirupathi)** with 70%.

TECHNICAL SKILLS:

Marketing Cloud:	Exact Target,Salesforce.com, Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder, ,Einstein Analytics, MOBILE PUSH, Mobile Connect, Cloud Pages, Conact Builder & MC connect
APPLICATION SOFTWARE	MS Office
PROGRAMMING LANGUAGES	HTML5, CSS3,AMP Script,SQL,SOSL,SOQL

PERSONAL DETAILS:

- Date of Birth : 03-Jan-1995
- Email ID : sajuma695@gmail.com
- Contact : +91 6364442961
- Languages Known : English, Hindi and Telugu
- Marital Status : Widowed

DECLARATION

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

(Ajuma)