

 **Sunil Gavaskar B**

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CAREER OBJECTIVE:

**Sr. Salesforce Marketing Cloud Developer**nearlywith 5 years of experience in designing, developing, and implementing innovative Marketing solutions. Demonstrated expertise in leveraging Salesforce Marketing Cloud’s capabilities to drive business growth and improve customer engagement.Seeking a challenging position that allows me to utilize my technical expertise as a critical thinker, creative strategist and tactical planner skills to contribute to the growth and success of an organization.

PPROFESSIONAL EXPERIENCE

1. Worked with Collabera Digital, Bangalore as a Sr. Software Engineer from 11th Apr 2022 to 29th Dec 2023
2. Worked as a Software Engineer with AVISIRAH TECHNOLOGIES PRIVATE LIMITED, Hyderabad from 2nd Jan 2019 to 30 Mar 2022

***Client Recognition****: Received client recognition for consistent good performance and attention to detail.*

CERTIFICATION:

* Salesforce Certified Marketing Cloud Email Specialist

PROFESSIONAL SUMMARY:

* Overall 5 years of experience in Salesforce Marketing Cloud Technologies.
* 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
* Developed end-to-end solutions for complex nurture campaigns with potential optimization testing to deliver personalized customer email communications.
* Developed and implemented marketing campaigns using marketing cloud tools like **Journey builder, Email Studio,** and **Automation Studio.** Written Complex **SQL** queries to meet the business requirements.
* Helped develop **AMP script** code to implement business requirements by creating Dynamic Content coordinating with the offshore team.
* Managed subscriber data, import, and segmentation using a combination of Salesforce Marketing Cloud tools and database queries.
* Created and managed complex customer journeys in **Journey Builder**, incorporating decision splits, goals and engagement activities to automate and optimize marketing workflows.
* Used **Automation studio** for performing actions such as imports, extracts, and SQL query activities streamlining campaign execution and improving efficiency.
* Experience in **Litmus** for designing and testing email campaign compatibility across cross-browser, cross-platform email channels, and a variety of devices.
* Ensuring that user interface designs align with usability principles and **Adobe’s** design standards.
* Have hands-on experience on AEM which allows business to create, manage and deliver personalized content across multiple channels.
* Designed and built custom emails and landing pages utilizing HTML, XML, JavaScript, AMP script, and CSS. Used JavaScript to add dynamic functionality to **landing pages**.
* Extensive experience in designing Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows & Approval Processes for automated alerts, field updates according to application requirements.
* Developed and deployed **A/B testing** strategies to roll out the control version to be used in the final email campaigns.
* Using the FTP accounts tried to import the data and used it for file transfer upload and also tracked the total number of emails sent and opens.
* Worked on User Initiated, Data Extensions, Automation studio, Profile management, and subscriber DE.
* Executed data-driven campaigns, email, **mobile Push**, SMS.
* Experience in creating reports using reporting tools from Salesforce.
* Collaborated with cross-functional teams, including marketing, sales and IT to gather requirements and ensure seamless integration between Salesforce Marketing Cloud and other systems, such as Sales Cloud.
* Excellent analytical and problem-solving skills with the ability to work under pressure and deliver stiff targets.
* Proven ability in the translation of business specifications to technical specifications and always been an effective team player.

EDUCATION QUALIFICATION:

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| SN | DEGREE / CLASS | BOARD/UNIVERSITY |
| 1 | Master’s Degree | MBA /Osmania University, Hyderabad |
| 2 | Bachelor’s Degree | BCA/from Osmania University, Hyderabad |

TECHNICAL SKILLS:

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| **Salesforce Tools** | SFMC-ExactTarget, Email Studio, Automation studio, Roles and Users, Mobile Studio, Social Studio, Advertising Studio, Query Studio, Journey Builder, Reports, Data loader |
| **Languages & Scripts**  | AMP Script, JavaScript, HTML, CSS, SQL |
| **Project Management** | MS Office, Jira |
| **Development Methodologies** | Agile, Waterfall, and Kanban |
| **Database**  | Oracle |

WORK EXPERIENCE:

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| Client | GlaxoSmithKline, Benlysta |
| Role | Salesforce Marketing Cloud Developer |
| Duration | September 2022 – December 2023 |

KEY RESPONSIBILITIES:

* Creating Data Extensions, Data filters, & Email Templates as per the requirements.
* Implementing automations, using different starting sources with activities like -File Transfer, Data Extract, Import File, SQL Query filter.
* Developed and maintained large values of deadline-driven email campaigns and configurations.
* Running weekly and Monthly campaigns
* Automate the import, extract and query activity using automation studio
* Tracking total number of emails send, opens & extracting the reports according to the requirements to send follow-up emails
* Experience om Cloud page and web pages
* Experience on ad hoc email campaigns and recurring campaigns as well
* Configured the customer journeys with journey builder
* Conducted A/B Testing and done the recommendations accordingly
* Written diversified SQL Queries to build target audience
* Written SQL Queries on Data views to extract tracking data for reposting
* Creates several templates, Sender profiles, Delivery Profiles, Send classifications and associated them according to the client's request
* Used AMP Script to make emails more personalized and engaging
* Integrated Litmus for comprehensive email testing, resulting in enhanced user experience and increased engagement rates
* Used Claravine to organize data and improve marketing results by gaining clear insights and making processes more efficient

**Environment:**Salesforce Marketing Cloud Platform, (ExactTarget), Email Studio, Mobile Studio, Return path, AMP script, Automation Studio, Journey Builder, Data Extensions, Reports, Email Services, Freemarker HTML template engine.

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| Client | ABVIEE |
| Role | Salesforce Marketing Cloud Developer |
| Duration | April 2022– September2022 |

KEY RESPONSIBILITIES:

* + Understanding the requirements and communicating with the Business / stake holders
	+ Created different Data Extensions based on requirements.
	+ Developed and executed marketing campaigns using Journey builder.
	+ Automated the import, extract and Query activity using Automation Studio.
	+ Developed Journey Builders to implement business logic.
	+ Written SQL queries to build a targeted audience and Extract data.
	+ Created Custom reports using SQL activity in Automation studio
	+ Worked on API payload and real time journeys and integrating with the data push from the web application
	+ Performing segmentation using SQL queries and creating the journeys according to the requirement
	+ Knowledge on SMS campaigns based on short code and long code

**Environment:**Salesforce Marketing Cloud Platform, (ExactTarget), Email Studio, Mobile Studio, Return path, AMP script, Automation Studio, Journey Builder, Data Extensions, Reports, Email Services.

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| Client | M & S (Marks and Spencer)  |
| Client Location | Hyderabad, India |
| Role | Marketing Cloud Email Specialist |
| Duration | October2021 – March 2022 |

KEY RESPONSIBILITY

* Design and developed 35+ emails a month using Exact Target and Salesforce to meet our various clients and company requirements as per expectations.
* 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 sends and opens extracting the reports according to the requirements to send follow-up emails.
* Experience on cloud pages and web pages.

**Environment:**Salesforce.com, HTML5, CSS3, WSDL, SQL, Web Services, FILE Zilla.

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| Client | Loreal  |
| Role | Marketing Cloud Email Specialist |
| Location | Hyderabad, India. |
| Duration | January 2019 – October 2021 |

KEY RESPONSIBILITY:

* 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 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.
* 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.
* Worked on Customer profile center, subscription center, branding, management and customization.
* Generating and reporting on email Campaigns (status of outcomes) for various stakeholders.
* Created Templates, Sender Profiles, Send classifications and associated them according to the client’s request.

**Environment:**SFMC Email Studio, HTML5, CSS3, SQL, Web Services, FILE Zilla