**Akhileshwar Kontham**

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CAREER OBJECTIVE:

Highly seasoned and accomplished **Salesforce Developer** with a strong record of client satisfaction. Adept at explaining highly complex data systems to a wide variety of audiences. Proven multitasker independent worker and team player.

PROFESSIONAL SUMMARY:

* Over 10+ years of experience in Information Technology, that includes 4+ years of experience in Salesforce Marketing Cloud Implementation and Configuration which includes Email Studio, Mobile Studio, Social Studio, Journey Builder, and Automation Studio design, development, implementation & enhancement of projects in marketing cloud.
* Developed end-to-end solutions for complex nurture campaigns with potential optimization testing) to deliver personalized customer email communications.
* Written Complex **SQL** queries to meet business requirements.
* Helped develop **AMP script** code to implement business requirements by creating Dynamic content and coordinating with the offshore team.
* Managed subscriber data, import, and segmentation using a combination of Salesforce Marketing Cloud tools and database queries.
* Used **Automation studio** for performing actions such as imports, extracts, and SQL query activities.
* Developed and implemented marketing campaigns using marketing cloud tools like **Journey builder, Email Studio,**and**Automation Studio.**
* Extensive experience in designing Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows & Approval Processes for automated alerts, and field updates according to application requirements.
* Experience in checking multiple browsers compatibility and hence worked on different browsers like Safari, Firefox, Google Chrome, and Internet Explorer.
* Developed and deployed **A/B testing** strategies to roll out the control version to be used in the final email campaigns.
* Configured **FTP** accounts and used them for import and File transfer upload and tracking 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**, and SMS.
* Experience in creating reports using reporting tools from Salesforce.
* Adept in data mining generating detailed and useful reports and working closely with management to increase efficiency.
* 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 being an effective team player.

CERTIFICATION:

* Salesforce Certified Marketing Cloud Administrator
* Salesforce Certified Marketing Cloud Email Specialist

TECHNICAL SKILLS:

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| SALESFORCE DEVELOPMENT | Salesforce CRM, Email Studio, Automation studio, Roles and Profiles, Mobile Studio, Social Studio, Advertisement Studio, Query Studio Web Services, Reports, Dashboards, Force.com IDE, SOAP, Custom objects, S-Controls, Analytic Snapshots, Sandbox development and Testing. |
| SALESFORCE TOOLS | Salesforce CRM, Eclipse IDE, Apex Data Loader, Force.com, Force.com Eclipse IDE Plug-in, Apex Data Loader, Import Wizard, Workbench, Force.com CLI, JIRA, Rally, Serviceman, People Import (Validity) |
| Languages & Scripts | AMP Script, JavaScript, CSS, SQL, PL/SQL |
| OPTIONAL DOMAIN SKILLS | Banking, Financial Services, Government Administration. |
| DATABASE | Oracle 11g and MS Access |

EDUCATION QUALIFICATION:

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| SN | DEGREE / CLASS | BOARD/UNIVERSITY | YEAR OF PASSING |
| 1 | Bachelor’s of Technology Computer science | JNTUCEH University | 2007 |

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| Client | CRISP |
| Project Domain | Health Care |
| Role | Sr. Salesforce Developer |
| Location | Newark, DE (Remote) |
| Duration | Jan 2022 – Till Date |

DESCRIPTION

CRISP Provides key information about healthcare providers, and it connects different healthcare organizations with technology to improve patient care. CRISP shares secured data between regions to provide efficient care, to reduce cost and improve health outcomes.

KEY RESPONSIBILITY

* Salesforce Marketing Cloud Administration, Configuration & Setup.
* Experience with **Journey Builder, Automation studio,**and**Email Studio**.
* Developed and maintained large volumes of deadline-driven email campaigns and configured them.
* Automated the **import, extract**and**query** activity using Automation Studio.
* Tracking the total number of **emails sent and opens** extracting the **reports** according to the requirements to send follow-up emails.
* Experience with 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 Salesforce Marketing Cloud (Exact Target).
* Conducted **A/B testing** and did recommendations accordingly.
* Identify opportunities for revenue growth assisting **sales and client service**s 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 and sender Profiles, send classifications, and associated them according to the client’s request.

**Environment:** Saleforce.com platform, Salesforce Marketing Cloud Platform, (Exact target), Marketing cloud connector, Custom Objects, Custom Tabs, Email Services, JavaScript, Postman, Soap UI HTML5, CSS3.

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| Client | Highmark Health |
| Project Domain | Health Care |
| Role | Sr. Salesforce Marketing Cloud Developer |
| Location | Atlanta, GA (Remote) |
| Duration | July 2021 – Jan 2022 |

DESCRIPTION

Highmark Health is a national co-editor health organization whose core business supports millions of customers with products and services. Highmark Health's business includes Highmark Health Plan, one of the largest Blue Cross Blue Shield insurers in the United States. It covers health-related necessities, including health insurance, healthcare delivery, population health management, dental solutions, reinsurance solutions and advanced technology. We enthusiastically serve individual consumers and other businesses.

KEY RESPONSIBILITY

* Salesforce Marketing Cloud Administration, Configuration & Setup.
* Worked with business process owners to understand their requirements for Salesforce.
* **Marketing Cloud** application.
* Configured the data filters, created new users, assigning appropriate roles, and configured security settings.
* Developed and executed marketing campaigns using Marketing Cloud's **Email Studio**.
* Created folder structure to house marketing email templates and executed **A/B testing** on email templates to improve engagement.
* Responsible for technical coordination including email QA in Html, writing **SQL** queries and **Amp Script** logic, and leveraging assets to build and deploy email campaigns.
* Used **Journey builder** in running more than 50+ different campaigns along with Automation.
* Studio and Contact Builder.
* Used **HTML, CSS, AMP Script**, and other technologies to build customized solutions that support critical business functions.
* Customized Contacts in Salesforce org to store **relevant marketing data points**.
* Generated discovery reports and presented **campaign engagement** statistics to business owners to direct future strategies and initiatives.
* Created journeys and implemented marketing **campaigns** using marketing cloud tools like **Journey Builder, Email Studio, and Automation Studio.**
* Helped develop strategy and roadmaps for **email marketing programs** to drive acquisition, customer retention, customer growth, and demand generation to achieve quantifiable revenue goals.
* Developing strategy and roadmaps for email marketing programs to drive acquisition, customer retention, **customer growth, and demand generation** to achieve goals

**Environment:** Saleforce.com platform, Salesforce Marketing Cloud Platform, (Exact target), Marketing cloud connector, Custom Objects, Custom Tabs, Email Services

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| Client | Delta Airlines |
| Project Domain | Airlines and Aviation |
| Role | Salesforce Marketing Cloud Developer |
| Location | Atlanta, GA (Remote) |
| Duration | May 2020– June 2021 |

DESCRIPTION

Delta Air Lines is one of the major airlines of the United States headquartered in Atlanta, Georgia. Developed different salesforce applications for travelers to book the flights in easy way. And also, travelers can find the best fares using salesforce dashboards.

KEY RESPONSIBILITY

* Salesforce Marketing Cloud Administration, Configuration & Setup.
* Groomed User stories and Epic to maintain a healthy backlog for future sprints. Used Jira to build and track User stories.
* Implemented MC Connector to connect SFMC and SFDC.
* Collaborated with team members for development and deployment activities.
* Create Trigger Sends to send Emails/SMS.
* Implemented Marketing Cloud Connector.
* Customized Send log process with help of Queries and Automations.
* Worked with the Tableau team to send SFMC and SFDC data to the Data engine to generate 360 views of consumers.
* Created Journeys to build out based on triggered events/activity.
* Defined the process to create an Automated to send the Unsubscribe report to FTP for further analysis.
* Updated Emails Amp script to display Dynamic Content/Personalization in the Email.
* Used Litmus to check the rendering of Email in different OS vs Emails Clients Vs Mobile displays.
* Trained Super Users to use content Builder to create Emails and Reports.
* Created an FTP process to trigger automated Emails from SFMC.
* Launched ongoing Email campaigns for 54 countries across the Globe.
* Suggested out-of-box features and Created process for Account/Opportunities/Quotes/Order maintenance process.
* Planned activities to connect SFMC, SFDC, and SAP using web Methods to trigger emails.

**Environment:** Saleforce.com platform, Salesforce Marketing Cloud Platform, (Exact target), Marketing cloud connector, Custom Objects, Custom Tabs, Email Services, JavaScript, Postman, Soap UI HTML5, CSS3.

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| Client | Vanguard Group Inc |
| Project Domain | Financial Services |
| Role | Salesforce Marketing Cloud Analyst |
| Location | Malvern, PA |
| Duration | Nov 2019 – April 2020 |

DESCRIPTION

Vanguard is an American registered investment advisor based out of Malvern. Vanguard is the largest provider of mutual funds and second largest provider of exchange trade funds. Vanguard also offers brokerage services, educational account services, financial planning, asset management and trust services. Vanguard is one of the Big Three index fund managers that dominate corporate America

KEY RESPONSIBILITY

* Interacted with various business user groups for gathering requirements for Salesforce implementation and documented the Business and Software requirements.
* Assisted in designing and creation of training material and conducted internal training sessions for business users on Salesforce technology functionalities.
* Assisted team members in designing for better understanding of the customer requirements.
* Performed SFDC Administrative tasks such as creating profiles, roles, users, page layouts, workflows & approval process, tasks, events.
* Developed Custom business logic using Apex Classes, Triggers, Components, Visual Force pages and Controller Classes for various functional needs.
* Configured the Case Management Process.
* Deployed Apex using Force.com IDE, Force.com Migration Tool and Web Services API.
* Worked with Apex Scheduler to invoke batch Apex classes at regular intervals.
* Used Pick lists, Dependent Pick lists, and Record Types to enforce data quality.
* Used Tabular, Summary and Matrix reports to create Standard reports and Custom reports.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
* Analyzed different business reports and guided the team on deployment and customization of those reports in Salesforce.

Environment: Salesforce.com, Force.com, Data Loader, Salesforce Marketing Cloud Platform, (Exact target), Marketing cloud connector, Salesforce Marketing Cloud Platform, (Exact target), Marketing cloud connector, Workflow, Approvals, , Custom Reports, Dashboards, Oracle, Windows

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| Client | Wipro Technologies Pvt LTD |
| Project Domain | Consulting Services |
| Role | Salesforce Admin/ Analyst & Marketing Cloud Analyst |
| Location | Hyderabad, India |
| Duration | May 2016 – Sep 2019 |

DESCRIPTION

E-Stone is technology consulting company offers entire spectrum of IT solutions and services in multiple domains. It provides technology solutions to help improve business.

KEY RESPONSIBILITY:

Salesforce Admin/Analyst

* Closely worked with business to elicit, discover, and gather business requirements.
* Performed both roles as**a functional and technical analyst in Salesforce.com**.
* Interacted with **Service team members and Analysts** to gather the requirements needed for the Project.
* Developed various **Custom Objects, Formula fields, Master-Detail, Lookup relationships, Tabs, and validation rules.**
* Implemented **DML**operations of Inserting and Updating records.
* Created **reports, dashboards, and processes** to continuously monitor data quality.
* Created many **workflow rules** for completing the required **Tasks** and defined **Email Alerts**.
* Worked with **Service Cloud and Sales Cloud**.
* Used **Data Loader** for loading the data and developed documents for Salesforce custom objects.
* Worked on **Cases, Accounts, Contacts, and Opportunities**.
* Wrote many Test cases required for testing the project and used sandbox for the testing.
* Using Data Loader and Import wizard to import large amounts of data from the local system.
* Worked on **Data Segregation** through **Field level Security** and **Record Types**.
* Worked on basic **integrations** inthe Project with other Applications.
* Worked on **Data Migration** to import legacy **CRM**data using **Data Loader**.
* Performed **testing** and helped the teammate during the deployment stages.

Salesforce Marketing Cloud Analyst

* Developing and maintaining large volumes of deadline-driven email campaigns and assets Management of email channel calendar and Direct Mail.
* Reporting on email campaigns (status and outcomes) for various stakeholders. Cross-departmental collaboration on major projects and new initiatives.
* Effectively communicate between technical, operational, and strategy groups. Created many Data extensions to accommodate custom scenarios. Configured and designed journey's using journey Builder.
* Automated the import, extract and Query activity using Automation Studio. Used Dynamic content for subject lines.
* Used AMP scripting to use data from Data Extensions. Used SOAP API in order to invoke triggers and create redundant data.
* Used SQL for data manipulation needs of the application using platform database objects.
* Created different folders to store the reports of different groups and categories. Displayed the quarterly and yearly results on the Dashboards of the users. Experience in working with Cast Iron for Salesforce.com configuration.
* Involved in Data Migration using Data Loader and Informatica power exchange. Performed the roles of Salesforce.com
* Developer and Administrator in the organization.
* Responsible for email deployment, including campaign set-up, segmenting audience, targeting, automating, structuring A/B test, QA, scheduling deliveries, tracking, and reporting.
* Track campaign metrics including sends, click-through rates, and other measures using both exact target and Google analytics along with Excel, building dashboards to present analytics to company stakeholders.
* Good understanding of data extensions and filtering.

**Environment:** Salesforce.com, Force.com, Data Loader, Controllers, Triggers, Visualforce, Sales Cloud, Marketing Cloud, Service Cloud, Data Migration, flows, Rest API, Soap API, Informatica, SOQL, SOSL, Communities, lightning compatible VF pages, Lightning (Components), Workflow, Approvals, Java Ant, Custom Reports, Dashboards, Oracle, Windows

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| Client | Microsoft Windows Phone Testing |
| Project Domain | Mobile |
| Role | **Triage Tester** |
| Location | India |
| Duration | Oct 2012– April 2016 |

DESCRIPTION

Procter MTBF stands for Mean time between Failures. MTBF is OEM specific and meant for AT&T only. It is used to judge the quality of the software that is used in the phone. (How long a device can work without crashing is the actual purpose of that testing).

KEY RESPONSIBILITY:

* Involved in understanding Functional Requirements and Designed Discussions.
* Prepared Technical Specification for Business Requirements.
* Analyzing the root cause of the Crashes, investigations occurred during the running of the automated scripts
* Triaging all the official branches. (Blue Production, Blue PPE, GDR3)
* Creating new bugs and maintaining the history of the investigations and occurrences encountered
* Preparing Test and MTBF reports for the client
* Scheduling reruns for various devices(prototypes) to analyze or reproduce the issue
* Interact with the clients and work within SLA

**Environment:**  Windows platform and Windows Phone

Wireless technologies such as GSM, GPRS, CDMA, UMTS and 3G

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| Client | Nokia |
| Project Domain | Mobile |
| Role | **Test Engineer** |
| Location | India |
| Duration | Aug 2010 – Sep 2012 |

DESCRIPTION

Nokia is a Finnish multinational company that has operated in various industries over the past 150 years. Nokia N9 is a flagship smartphone developed on Linux based MeeGo Framework

KEY RESPONSIBILITY:

* Responsible to Ensure the integrity of the packages which are taken into Nightly Build.
* Responsible to ensure the Nightly Build is regression free.
* Tested all the major applications and acted as a quality Assurant.
* Knowledge in Seamless Software Update Testing.
* Work Experience at Client location (Nokia Finland).
* Involved in Development and Execution of Test cases for basic sanity testing.
* Responsible for sending the Test Reports.
* Scheduling reruns for various devices(prototypes) to analyze or reproduce the issue
* Interact with the clients and work within SLA

**Environment:**  Linux, UNIX, QC, Bugzilla, Ruby scripting, Linux based Maemo & Meego phones,

Wireless technologies such as GSM, GPRS, CDMA, UMTS and 3G