

KUMAR BELLAM

Hyderabad

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PROFILE SUMMARY

Possess **3+** Years of Experience in Salesforce Marketing Cloud, Around **2** Years in Salesforce Administration with overall **5+** Years of Experience.

Proficient in Salesforce Marketing Cloud and Salesforce Administration with a demonstrated history of working in IT/Software. Deep understanding of current performance marketing tools (Salesforce Marketing Cloud), strategies and trends. Excellent interpersonal skills with the ability to build strong ties in the Marketing Cloud with Salesforce.

TECHNICAL SKILL

Salesforce Marketing Cloud: Email Studio, Automation Studio, Journey Builder, Content Builder, A/B Testing, SAP, IP Warming, IP Whitelisting, Sender Profile, Delivery Profile, Data Modelling: Lists, Data Extension, User Management, Org/Account Set Up, Business Unit, Role, Permissions Creation etc.

Salesforce CRM: Users, Profiles, Roles, Permission sets, Custom Objects, Page Layouts, Validations, Workflow Rules, Approval Process, Sharing Rules.

EDUCATION

Bachelor of Technology – Electrical & Electronics Engineering

June – 2012

Jawaharlal Nehru Technological University, Hyderabad

WORK EXPERIENCE

Value Labs – Hyderabad

December – 2022 to Till Date

- **SOFTWARE:** SFMC – ExactTarget [Salesforce.com]
- **PROJECT:** EduTech [University]
- **ROLE:** Salesforce Marketing Cloud Developer
- **TEAM SIZE:** 8
- Responsible for the design, configuration and implementation of Marketing cloud platform as per business requirement.
- Execute and monitor the campaigns on daily/weekly basis.
- Developed SQL queries in order to fetch the data from SQL data base and segmenting it meanwhile through query.
- Employed Data Loader to read, extract and, load data from CSV files.
- Used automation studio for performing actions such as imports, Data extracts, File Transfer and SQL query activities/triggered.
- Designed and configured journeys using activities within the Journey Builder and launched in the production after through testing.
- Designing and configured on File Drop and schedule Automation.
- Has done some integration and used Salesforce Marketing Cloud connector to connector to multiple.
- Design Email Templates and triggered messages by using HTML,CSS and AMP scripting.

Capgemini Technology Services India Limited – Hyderabad

June – 2021 to Nov – 2022

- SOFTWARE: SFMC – ExactTarget [Salesforce.com]
- PROJECT: Business Banking / Email Campaign Management [UK Based Investment Bank]
- ROLE: Salesforce Marketing Cloud Developer
- TEAM SIZE: 8

Synopsis:

- In the Bank, Cheetah Mail was replaced with Salesforce Marketing Cloud, Exact target.
- For the multiple Business Units, Emails were designed and Campaigns' execution were scheduled for different business purposes. Different Email Campaigns consisted of Commercial and Promotional Email as Offers of Product to the Customers. Campaigns' scheduled frequency were daily, weekly, and fortnightly as well.
- Automations and Journeys were designed to meet the Business requirements.

Accountabilities:

- Worked as SFMC Developer to ensure proper Planning, Development and Delivery is done on time [Agile methodology].
- Worked on the SFMC Admin and Configuration Activities, User Management, Data Extension, Data Filters, Data Upload /Extract etc.
- Worked on Email Building as per the Business Requirement and schedule it.
- Worked on different modules of SFMC like Analytics Builder, Content Builder and Contact Builder.
- Expertise in configuring Emails, SMS and Good knowledge in using AMP script, HTML and CSS for personalizing the content of Campaign Management, Emails and SMS Content.
- SQL : Worked on SQL Data Extract and Database Queries
- Worked and Support Multiple Business Units having approx. 500 Users
- Ensured smooth Deployments, QA Testing
- Managed Prod INCs working with Salesforce.com Support Team
- Collaborated with Salesforce Architects, Business Analysts for any Issue in the Design and defects
- Participates in MIM Call in case of P1 Level Issue
- Shared the Monthly Reports[Super Messages Count and Contacts etc. with the Sr. Business Group.

Satsan Software Technologies Pvt Ltd – Hyderabad

Oct– 2017 to June – 2021

- SOFTWARE: SFMC
 - PROJECT: Business Banking / Email Campaign Management [UK Based Investment Bank]
 - ROLE: Salesforce Marketing Cloud Developer
 - TEAM SIZE: 7
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- Managed automated email campaigns in the email service provider platform, including setup, testing, deployment and reporting.
 - Created different Data Extensions, Data Filters, and associated them to different campaigns.
 - Conduct A/B tests on the copy, layout, offers and targeting of email promotions, identify measure of success.
 - Expertise in configuring Emails, SMS and Good knowledge in using AMP script, HTML and CSS for personalizing the content of Campaign Management, Emails and SMS Content.
 - SQL : Worked on SQL Data Extract and Database Queries
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- PROJECT: Leave Management
 - ROLE: Associate Software Engineer
 - TEAM SIZE: 8

- Created and managed users, roles, public groups and implemented additional role hierarchies, sharing rules and record level permissions to manage sharing access among different users.
 - Implemented minor enhancements on standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Quotes, Activities, Dashboards and Reports.
 - Added new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
 - Created and deployed several reports for different user profiles based on the need in the organization.
 - Customized the Dashboards to the track usage for productivity and performance of business centers and their sales teams.
 - Designed and deployed Custom tabs, validation rules, Approval Processes and Auto- Response Rules for automating business logic.
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Thank You.
