Nagarjuna Cheedella
Software Consultant
JustKlick Technologies Pvt. Ltd
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Professional Summary

- Over 5.5 years of professional experience in Software Development with strong technical skills including experience in Salesforce.com platform as an Administrator 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.
- Creating DataRoma Reports as per client requirements.
- Ready to explore and learn new technologies.

Core Competencies

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

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Education Qualification:

- Master of Technology in Communications and Signal Processing from Acharya Nagarjuna University, Guntur, Andhra Pradesh.

Professional Experience

- Working as Salesforce Marketing Cloud Developer from **JustKlick Technologies Pvt. Ltd** ,Bangalore

Major Assignments

PROJECT#1:

Client   : **CALIBER HOME LOANS**

Role   : **Marketing Cloud Developer**

- 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.
- Created Send log for capturing data of email what is been sent out from SFMC.
- Created the Dashboards, Reporting Tabs and Pages based on the available data.

SKILLS: Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder,Cloud Pages, Contact Builder & MC connect,SQL,AmpScript,Html,CSS

PROJECT#2:

Client   : **Zenni Opticals**

Role   : **Marketing Cloud Developer**

- 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.

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- 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.

Skills: Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder, Cloud Pages, Contact Builder & MC connect,SQL,AmpScript,Html,CSS

PROJECT#3:

Client	: Allscripts Healthcare Solutions
Role	: Salesforce Administrator

- Responsible in designing of custom objects, custom fields, reports, tabs, page layouts.
- Involved in designing of Apex Classes, Controllers & Triggers.
- Created report folders, dashboards, Visual Force Pages and components, and others based on client requirements.
- Created Validations rules, workflows, Approval process, Email alerts
- Developed and tested approval and workflow process.
- Developed webpage's in Visual Force for representing different customers queries and logic is included for migrating cases based on the customer query

Declaration:

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Nagarjuna Cheedella