

Sairam Kondapalkula

Salesforce Marketing Cloud Developer

Email : sairamkondapalkula1995@gmail.com

Mobile: 8143965633



SUMMARY

- Over **4.5years** of professional experience in Software Development with strong technical skills including experience in Salesforce Marketing Cloud.
- 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 **Data Extensions** and also created **User Initiated emails**.
- Used **Automation studio** for performing actions such as **Imports,Extracts,Verification** and **SQL query** activities.
- Designed journeys and implemented marketing campaigns using **Journey Builder**
- Created **SQL QUERY'S** to retrieve data views information.
- Having knowledge of creating email templates by using inbuilt content blocks.
- Created Users, Work spaces and created various contents in Social studio.
- Published various contents in various social accounts using **Social studio** platform.
- Experience in Analysis of published content in Social Studio like Social listening and Topic Profiles and Work bench reports.
- Knowledge on **Mobile Push** and **Mobile Connect**.
- Knowledge on **Litmus** and **Email On Acid**.
- Ready to explore and learn new technologies.
- Worked on AGILE Methods.
- Coordinating with team members in developing database structure • Understanding the client requirements and functionality of the system.
- Experienced in Browser Compatibilities.

PROFESSIONAL EXPERIENCE

- Working as a Software Engineer in **GAME BEANS Private Limited**, from Feb 2018 to Till Date.

EDUCATION

- Bachelor Of Computer Applications - 2015(**Sant Gadge Baba Amravati University**).
- 10+2(MPC) - 2012(**Board Of Intermediate Education,A.P**).
- Secondary School Education - 2010(**Board Of Secondary Education,A.P**).

TECHNICAL SKILLS

Marketing Cloud : Email Studio,Audience Builder,Automation Studio,Content Builder,Cloud Pages,
Contact Builder.

Programming Languages : HTML5,CSS3,AMPSCRIPT,SQL

Application Software : M.S.Office

PROJECT 1

Client : **MetLife,Inc**

Role : **Salesforce Marketing Cloud Developer**

Roles And Responsibilities

- Using **Email Studio**,Created and Developed Emails.
- Worked with **Journey Builder, Email Studio, and Automation Studio** to configure the company's customer journeys.
- Conducted **A / B testing** and did recommendations accordingly.
- Written SQL queries to build **Targeted Audience & Exact Data**.
- 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 send and extracting the reports according to the requirements to send the follow up mails.
- Generated daily, weekly, monthly, and quarterly performance reports.
- Automated the **Import, Extract, Verification and Query Activity** using Automation Studio.
- Set up workflows for marketing in Exact Target which will send out emails based on time intervals.
- Coordinating with development team to build User stories, business requirements and monitor data quality for data feed process.
- Creating marketing campaigns using Marketing Cloud tools like Journey Builder, Email Studio and Automation.

PROJECT 2

Client : **1800 Flowers.com,Inc**

Role : **Salesforce Marketing Cloud Developer**

Roles And Responsibilities

- Design and developed emails using **Exact Target** and Salesforce to meet clients and company requirements as per expectations.
- Create Journeys to send Email campaigns as Scheduled basis in Journey Builder.
- Developed and maintained large volumes of deadline-driven email campaigns and configured them.
- Create AMP script for Dynamic content and Email personalization.
- Automated the **Import, Extract and Data Verification, SQL query** activities using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails. .
- Scheduled reports to run automated daily,weekly,monthly using **Analytics Builder**.
- Conducted A / B testing , and did recommendations accordingly.
- Analyze email campaign results including deliverability, open rates, click through rates and conversions.
- Environment: **HTML5, CSS3, SQL,AMPSCRIPT , FILEZILLA.**

CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist
- Google Analytics 360

