**Kadiruyelu NP**

Email: knpnaidu786@gmail.com

Mobile: +91 9030451557

**Objectives:**

To work in a progressive organization that incorporates varied spectrums of work & diversity, thisendows consistency, competency & expertise in professional, enabling collective excellence and technical growth, personal fulfilment with welcome attitude for new ideas and concepts to enhance the overall growth of the organization.

**Experience** **Summary**:

* Having 2.5 years of experience in Salesforce Marketing Cloud.
* 4.9 Months of work experience in XenApp, XenDesktop.
* Worked on Windows Server.
* Worked as email campaign analyst on Salesforce marketing cloud.

**Skill Set:**

* SFMC – Email Studio, Automation Studio, Journey Builder, Audience Builder, Admin.
* Citrix Presentation server 4.5 and XenApp 6.5.
* XenApp & XenDesktop 7.15, Virtual Apps & Desktops 7.19.
* OS Environment: Windows, Linux.
* Database: SQL server 2008.

**Work Experience:**

Organization : McDermott International, Inc.

Designation : SFMC Specialist.

Period : May 2019 to till date

**Project Experience Highlights:**

Client Saudi Aramco (Marjan Packag-1)

Role SFMC Specialist

Duration May 2019 to Till date

Environment Salesforce Marketing Cloud Email Studio.

**Company Description:**

McDermott International, Inc is a multinational engineering, procurement, construction and installation company with operations in the Americas, Middle East, the Caspian Sea and the Pacific Rim.

**Responsibilities:**

* Worked on user creations and role assignment.
* Created templates for sending the emails.
* Worked on personalization string in templates.
* Created couple of automation and journey’s for new year promotions.
* Created amp script content blocks for fetching the data from DE’s to email templates.
* Created complex automation to reduce the rework of manual email sends for primary and back up contacts.
* Created the Journeys for survey campaigns as per the user requests.
* Configured data extension, Data filter activity and Queries on MYSQL.
* Worked on data views to pull the past 6 months data to check the performance.
* Created User Initiated emails and Automation steps (in SFMC Tool).
* Sent email proofs to the recipient (in SFMC Tool).
* Worked on queries based on user requirements.
* Configured the Data extensions and Email templates.
* Created Sql queries activity to archive the data.
* Worked on amp script to insert the data in data extension.
* Worked on reply mail management (RMM) to configure the all business units in SFMC tool.
* Created sender profiles.
* Created automations to pull out weekly unsubscribed data and active journey counts.
* Hands on experience in campaign planning and execution.
* Managing Email Marketing campaigns including HLD Discussion, blueprint creation, creating data extensions, data filters, queries and measures. Deploying campaign and reporting.
* Data Analysis & Reporting.

**Work Experience:**

Organization : Zensar Technologies Ltd.

Designation : Consultant Engineer

Period : September 2018 to May 2019.

**Project Experience Highlights:**

Client : OBI GmbH & Co. Deutschland KG

Role : Consultant Engineer

Duration : Sept 2018 to May 2019

Environment : Salesforce Marketing Cloud.

**Client Description:**

It is a German multinational home improvement supplies retailing company. Founded in 1970,

Obi is the largest DIY retailer in Europe, and the third largest in the world

**Responsibilities:**

* Creating New user in Salesforce marketing cloud.
* Providing Permission and Roles the created users in SFMC Accordingly.
* Creating Business units in Salesforce marketing cloud.
* Assigning Multiple Business units’ permissions and access to respective Users.
* Installing Packages manually like Query Studio in salesforce marketing cloud.
* Resetting Password and setting Password Duration to Users in SFMC.
* Providing approval roles to respective team or to the users before sending

active email in SFMC.

* Enabling Auto save Email activity to users as per the request.
* Performing profile-cleaning activities on SFMC.
* Hands on creating FTP location and Folder structure.
* Creating Data extension folder structure for various automations and Journey activity.
* Generating weekly and monthly reports variously in SFMC.

**Work Experience:**

Organization : Gavs Technologies Ltd.

Designation : Associate Engineer

Period : Dec 2013 to September 2018

**Project Experience Highlights:**

Client : Morleys Stores Retailer shop

Role : Associate Engineer

Duration : July 2017 to September 2018

Environment : Citrix Xen App ,Xen Desktop and Linux.

**Client Description:**

Morleys Stores is a group of eight department stores in Greater London, a business-to business

furniture supply subsidiary called Morley’s of Bicester Ltd and a department store & furniture centre called Camp Hopson of Newbury in Newbury, Berkshire. The group is named after the original store that opened in Brixton, south London as Morley & Lanceley. In the year to January 2014 group profit was 5.6 million on turnover was £90.6 million.

**Responsibilities:**

* Creating organization, users and adding users to organization.
* Configured the chef workstation to manage the chef serer using knife command.
* Checking the status and restarting the chef server services.
* Performing the chef node operation in chef server like listing, deleting and editing.
* Configure the software repo in server to share the binaries to nodes.
* Installed and configured the chef server the on RHEL 7.
* Providing day to day support monitoring alerts, Tickets and Linux servers.
* Monitoring alerts that were generated, received from monitoring tool.
* Creating ticket and assigning to respective queues.
* Managing and monitoring the tickets in ticketing tool queue.
* Coordinate with different teams for resolve issues.

**Project Experience Highlights:**

Client : Petrobras Brazil

Role : Associate System Engineer

Duration : Dec 2013 to July 2017

Environment : Citrix Xen app and Xen Desktop.

**Responsibilities:**

* Installation & configuration of Citrix XenApp 6.5and XenDesktop 7.15& 7.1912.
* Install and Configure Web interface and Storefront.
* Experience in implementation, troubleshooting XenApp, XenDesktop
* Installing and configuring CA role on VM and creating CSR from NetScaler.
* Configuring single sing on for VDIs
* Configuring shutdown behaviour of Random VDIs.
* Installing Public and Private certificates on IIS and NetScaler.
* Integrating VMs to citrix using MCS and Remote desktop.
* Creating Master image for pooled and dedicated catalogs.
* Troubleshooting VDI related issues.
* Configuring network printers and client printers.
* Provisioning services and vDisk update.
* Install and Configure Citrix License Server.
* Managing Citrix licensing server with licensing management console.
* Experience in publishing various types of Applications.
* Installing Apps on XenApp Servers and publishing them using AppCenter& Studio.
* Configuring Load evaluators for applications by analyzing various performance parameters.
* Configuring policies as per client requirement.
* Performing daily health checks for all delivery groups and applications.
* Configuring Citrix XenApp user & computer policies.
* Creating & Managing Citrix Worker Groups.
* Experience in Snow for creating and monitoring tickets.
* Knowledge on ITIL process.

**Educational Qualification:**

Qualification : B. Tech ( 2012)

College / university : Siddharth Institute of engineering and technology,

JNTU University, Anantapur in 2012.

Date of Birth : 15-04-1991

Marital Status : Married

Languages : English, Hindi, Telugu, Tamil.

By

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