

NareshMamidiseti

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ProfessionalSummary:

- Having4+yearsofexperienceinsoftwareindustrywhichincludes 3YearsofExperience in Salesforce Marketing Cloud Development.
- Having experience in implementing and setup Journey Builder, Automation Studio, EmailStudio,ContactBuilder,ABtestingandContent BuilderandCloudPagesasper business requirement.
- WorkingknowledgeofSalesforceMarketingcloudandServicecloudintegrations.
- ExperienceinworkingwithAutomationStudioandmaintainingcampaignusingJourney Builder.
- ExperienceinworkingwithJourneyBuilderimplementationwithvariousentrysources.
- HavingexperienceincreatingTriggeredsendsusingcloudpagesubmission.
- Havingexperience indevelopinglandingpagesusingHTML,CSSandAMPscript.
- WorkingknowledgeofMobileStudio,Group ConnectandSocial Studio.
- HavingexperienceinwritingSQLsfordatasegment,andAMPscript forpersonalization as per business needs.
- Havingexperienceinwriting basicHTML,andCSSforresponsivepagesasperbusiness needs.

SkillSet:

Cloud:SalesforceMarketingCloud,SalesforceCRM

Scripting:AMPscript,HTML,CSS

Langunages:SQL

Tools:Filezilla,WinSCP,Postman

ProfessionalExperience:

- WorkedasaConsultantin**EY**(Ernst&Young),HyderabadfromDec2023toMay2024.
- WorkedasaSeniorDeveloperin**HCL**,BangalorefromOctober 2021toAugust2022 .
- WorkedasaSoftware Engineerin **MoxieITDigitalPvtLtd**,HyderabadfromJuly2018to September 2021.

Education:

- B.Tech(ECE)fromJNTUKakinada,AndhraPradesh.

Experience Dec2023 -May2024	Role:SFMCDveloper	Client:Stanford
	<ul style="list-style-type: none"> • Responsibleforthedesign,configurationandimplementationof Marketing cloud platform as per business requirement. • Executeandmonitorthecampaignsondaily/weeklybasis. • DevelopedSQLqueriesin-ordertofetchthedatafromSQLdata base and segmenting it meanwhile through query. • EmployedDataLoadertoread,extract,andloaddatafromCSV files. • Usedautomationstudioforperformingactionssuchasimports, Data extracts, File Transfer and SQL query activities for automation/triggered. • Designed and configured journeys using activities within the JourneyBuilderandlaunchedintheproductionafterthorough testing. • DesignedandconfiguredonFileDropandscheduleAutomation. • HasdoneintegrationandusedSalesforceMarketingcloud connector to connect to multiple. • DesignEmailTemplatesandtriggeredmessagesbyusingHTML, CSSandAMPscripting. 	

Experience Oct2021- Aug2022	Role:SFMCDveloper	Client:SATS
	<ul style="list-style-type: none"> • Managed automated email campaigns in the email service providerplatform,includingsetup,testing,deploymentand reporting. • CreateddifferentDataextensions,Datafiltersandassociated them to different campaigns. • Conduct A/B tests on the copy, layout, offers and targeting of emailpromotions.Identifymeasureofsuccessandreportonthe outcome. • Knowledge on developing AMPSCRIPT code to implement businessrequirementsforbothEmailPersonalizationandtouse datafrom dataExtensionespeciallyinLeadNurtureCampaigns. 	

Experience**Role:SFMCDeveloper****Client:BrightVisionz****Dec2019-Aug2021**

- 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 and report on the outcome.
- Knowledge on developing AMPSCRIPT code to implement business requirements for both Email Personalization and to use data from dataExtension especially in Lead Nurture Campaigns.

July2018 -Oct2019

- Worked as a Manual tester.
- SDLC, STLC, Types of testing, SDLC models, Defect lifecycle and Defect Reporting.

I hereby declare that the above details provided are authentic and true to the best of my knowledge.

Naresh Mamidiseti