Praveen Reddy M

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IT Professional with 6+ years of work experience in Salesforce Marketing cloud and other aspects. Certified as,

- ➢ Salesforce Marketing Cloud Email Specialist,
- ➢ Salesforce Marketing Cloud Administrator,
- ➢ Salesforce Marketing Cloud Developer.

Summary:

- ➢ Experience in all phases of Marketing cloud which includes working on Journey Builder, Email studio, Automation studio, Web studio, development, implementation and enhancement of projects in Marketing cloud/Exact Target platform.
- ➢ Having good Experience in Triggered Send Emails, user-initiated emails.
- ➢ Worked on Salesforce marketing cloud connect to connect SFDC.
- ➢ Worked on content builder issues and data Extension issues.
- ➢ Checking the data of Email Studio of different types of Bounces.
- ➢ 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.
- ➢ Maintaining subscriber database in data extensions and lists, analysis of email sends tracking information, designing emails and content blocks.
- ➢ Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation.
- ➢ Ready to explore and learn new technologies.

Experience:

- ➢ Working as Salesforce Marketing cloud Developer in Mphasis from 18th Jan to present.
- ➢ Working as Salesforce Marketing cloud Developer in HCL technologies from October-2018-17thJan 2022.
- ➢ Working as automation tester in HR SQUARE from 2017 May-2018-October clint Hyundai motor India Engineering.

Technical Skills:

Marketing cloud   : Email studio, Automation Studio, Journey Builder, Content Builder, Contact Builder, Marketing cloud connector, Einstein Analytics andCloud Pages.

Programming languages   : SQL, AMP script, SSJS, HTML, CSS

Projects Summary

1.Project   **:** Banking and financial advisory services.

   Client   **:** Charles Schwab

Roles and Responsibilities:

- ❖ As a part of this Project, I have been working to analyze the high-level user stories and segmenting them into technical requirements

- ❖ Effort estimations, Story point calculation and feasibility of the deliverables within the scope of the sprint.

- ❖ Design and developed emails using Exact Target and Salesforce to meet our various and company requirements as per expectations.

- ❖ Automated the import, extract and query activity using Automation Studio.

- ❖ Segregating the data with Automation studio by writing SQL queries and Worked on Automation FTP of third-party files.

- ❖ Creating dynamic email templates.Writing AMP scripts logics on email templates and cloud pages.

- ❖ Tracking total number of emails sends and opens extracting the reports according to therequirements to send follow-up emails.

- ❖ Managing subscriber data, import and segmentation using a combination of SalesforceConfidential tools and database queries.

2.Project   **:** Automobile.

   Client   **:** Ford Motor, USA

Roles and Responsibilities:

- ❖ Worked closely on configuration and development of emails, content block and template activities (User-Initiated emails, triggered emails.

- ❖ Track record for delivering marketing automation projects in a fast-paced environment, and able to successfully keep to deadlines.

- ❖ Creating single step journeys and multistep journey's as per the business

requirements.

❖ Segregating the data with Automation studio by writing SQL queries. Worked on Automation FTP of third-party files.

❖ Writing SQL queries to move the records from synchronized data extension to normalextension.

❖ Implementation of Real-Time Triggers sends. Creating dynamic email templates.

❖ Writing AMP scripts logics on email templates and cloud pages.

3.Project   : ASDA E-Commence
Description:
The ASDA Programme includes the welcome, RNP(Register Not Purchased) and Nursery Programme. This is the First Touch point in the customers CRM journey and aims to support active, loyal, and regular online grocery shoppers and personalized content. Welcome Programme Recognize the new customers and provide helpful shopping tips to ensure new customers place their first order. The Nursery Programme we want the customers to get to 4 email goals online orders. We want to know what type of products a customer is most interested in so we can serve relevant products in the future.

Roles and Responsibilities:

➢ Provide them with relevant information about their eligible Products.
➢ Each campaign 5% customers data should be control and update in control log DE.
➢ Configuration of Automation and Journey emails
➢ Created Triggered Send Emails.
➢ Created Reports as well as update to customers.

Personal Details:

Date of Birth   :   2th August 1995

Gender   :   Male

Marital status   :   Single
Languages Known :   English, Telugu and Hindi
Permanent Address   : Kadapa, Andhra Pradesh

Declaration:

       I hear by declare, that the above-mentioned information is true to the best of my knowledge.

               Praveen Reddy