**SAGAR K**

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**CAREER OBJECTIVE:**

Everyone define their own limits, new challenges are always there. Time has come for me to raise the bar and define new goals for myself. Dedication to services and to design, develop intuitive email newsletters while continuing to learn and expand my knowledge of Digital marketing and testing tools.

**SUMMARY:**

* 2 years of work experience in **Salesforce Marketing cloud.**
* Developing **HTML emails** and working with **Sales force marketing cloud** (Exact target Application)
* Experience in creating campaigns and messages content for templates, delivering campaigns schedule.
* Proficient in **Email studio**, **campaign management**, Admin setup .Working knowledge over build and configuration of Business Units, Landing Pages, Data Extensions, Smart Capture, Contact Builder. Hands-on in Content builder
* Expertise over **Journey builder** and **Automation studio.**
* **Email Studio**: Email creation, testing and deployment
* **Email testing** – Using Litmus, Return-Path and Email-On-Acid (EOA) tools
* Work with the email marketing team to understand key campaign parameters and inputs, such as subscriber audience, program frequency, degree of personalization and overall creative approach
* Ensure cross-email client experience through rendering tests on major email platforms (Hotmail, Yahoo!, Gmail, AOL, Outlook) on multiple browsers and operating systems for both desktop and mobile devices
* Good People and Team management skills with ability to keep the team motivated and focused. Affable person with Good Communication and Interpersonal skills.
* **A/B Testing** – conducting A/B testing to test different components of email
* **Query activity** – To extract records from Sync Data Extensions
* Worked in 24/7 Team for supporting clients and monitoring all campaigns status.
* **Data work** – File upload, segmentation, Data filters

**PROFILE:**

Worked as **Salesforce Marketing Cloud Developer ,** sinceJune 2018 to JULY 2020 in **Core Integra Pvt Ltd ℅ Tata Consultancy Service Ltd (TCS) ,** Bengaluru.

**WORK EXPERIENCE**

**Project Name :**  Sales force marketing cloud.

 Client : The Children's Place & North East, amex

 Role : SFMC Developer

 Tool : Exact target tool

 Team Size : 6 Members

**Description:**

To make the client understand the process of capturing leads from web form and storing in data extension, Journeys, Creating Emails from the assets brought into Content builder through integration.

**Responsibilities:**

* Creating Lists, Data Extension, User Initiated Emails, Setting up Campaigns, A/B Testing, Automations, Deployment Details using SFMC tool
* **Handling the client calls and constant Interaction with the onshore team regarding the management of client accounts.**
* Created list, Data extension and segmented audience using filters and SQL queries Suppressed audience using Auto suppression list.
* Created landing pages and worked on Amp script for capturing the customer information on the signup pages under guidance of senior consultant.
* Created templates and emails under content builder and maintained portfolio. Created dynamic content for the emails.
* Created Dynamic Content Emails using new content builder.
* Preparing the report of individuals based on their bugs identified.
* Played the Role of lead developer and helped clients on understanding the entire Functionality of Marketing cloud.
* Performed the entire setup on Social studio from creating users till generating reports for all social media forums.

**SOFTWARE SKILLS:**

Programming Language : HTML , CSS , Salesforce Marketing Cloud, SQL

**ACADEMIC PROJECT:**

**Title : Offline Signature Recognition and Verification**

Overview: The main aim is at developing a support vector machine for identity verification of offline signature based on the feature values in the database. A set of signature samples are collected from individuals and these signatures samples are scanned in a gray scale scanner.

* Tools and technologies used: MAT lab, SVM.

**AREAS OF STRENGTH:**

* Positive thinking
* Team player
* Open to learn new ideas.

**EDUCATIONAL QUALIFICATION:**

* **10 th** with aggregate 60% from Poorna Chandra Public School,in 2010.
* **12 th** with aggregate 62.50% from St.Philomena PU College,in 2012**.**
* **BE** in the stream of Computer Science with aggregate 58.8% from Adichunchanagiri Institute of Technology(**AIT**) , Visveswaraiah Technological University, in 2016.

**PERSONAL DETAILS:**

Father’s name  **:** KrishneGowda

Mother’s name **:** Dhanalakshmi M.B

Nationality **:** Indian

Gender **:** Male

Date of birth **:** 2nd FEBRUARY 1995

Languages known **:** Kannada, English.

Passport **: P4758849**

**DECLARATION:**

I hereby declare that information given about is true to best of my knowledge and I bear responsibility for the correctness of above mentioned particular.

 **SAGAR K**