Muttineni Srilaxmi

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**SUMMARY:**

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| * Around 2.5 Years of total work experience as Cloud based applications in Salesforce marketing cloud
* Experience in marketing cloud on email studio, content builder, Audience Builder, Mobile studio, Journey Builder.
* Create Confidential and implement marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio.
* Designed automations to send emails to customers using Automation Studio.
* Automated the import, extract and query activity using automation studio.
* Providing data from Database using SQL queries on request.
* Generating reports both for Emails and Mobile SMS tools.
* Designed journey’s using journey builder
* Build out Marketing Confidential in Journey Builder and Email & SMS campaigns.
* Working on HTML, CSS to update HTML based emails and landing pages.
* Designed personalized email content using Html, CSS3.
* Validating the emails using Litmus tests.
* Generating the data extract reports.
* Work well alone and as part of a team with excellent troubleshooting mechanisms and highly adaptable to different work environments.
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**Technical Skills:**

* **Salesforce Technologies :** Salesforce Marketing Cloud
* **Marketing Cloud** **:** Content builder, Automation Studio, Email Studio, Audience Builder, Journey Builder and Mobile Analytics.
* **Programming Languages :** C, C++, Java, HTML, CSS.
* **Databases :** DBMS, SQL Server
* **Web Design Tools :** Adobe Photoshop, MS Office.

**Project Name :** StubHub-Email Newsletters & Templates

#  Summary :

StubHub is an online ticket exchange company owned by eBay, which provides services for buyers and sellers of tickets for sports, concerts, theatre and other live entertainment events. It has grown from the largest secondary-market ticket marketplace in the United States into the world's largest ticket marketplace.

# Roles and Responsibilities:

* Developing responsive multichannel Email Templates and Campaigns.
* Developing UI campaigns, based on UX designs.
* Troubleshooting/Issue fixing related to HTML Templates, list segmentation, all the campaigns across Salesforce marketing cloud processes.
* Executing lifecycle campaigns on marketing automation on salesforce marketing cloud.
* Increasing deliverability by performing Litmus proofing for all the campaigns
* Email Open rates 20% above industry average, with similar click-through rates.
* Responsible for creating and maintaining quality standards for marketing automation platform (Email, Forms, Landing Pages, Campaigns) with adherence to both internal and external standards.
* Documenting and following extensive QA and test.
* Highly analytical and able to extract meaning from data through A/B testing and email optimization.
* Handling Audiences data, fetching/on boarding new customers into the database through SQL queries.
* Deploying all the process related tasks on Salesforce Marketing Cloud – Email Templates, Email Campaigns, Landing pages, Microsites, Lead generation, Contact Segmentation, etc.
* Scheduling Automations and Journey for wide variety of campaigns.
* Creating Groups and data filters, Subscriber Segments from SQL, populating Data extensions via FTP.
* Handling Contact Builder, Content Builder, Personalization Builder, Audience Segments and analysing Subscriber interaction

**Project Name :** Marketing Cloud Project

# Summary :

Worked as MC Email Specialist in Salesforce.com. Working closely with Clients like GAP, Microsoft, Hotels.com , Burberry, Guardian Observer Newspapers LTD, Coral Interactive, John Lewis, Ticketmaster UK Ltd. Moneysupermarket.com, World Economic Forum.

# Roles and Responsibilities:

* Experience in creating Automation Studio, scheduling automations as per their requirement.
* Generating reports both for Emails and Mobile sms tools.
* Worked on Email Studio, getting their subscriber data, resolving their problems.
* Providing data from Database using SQL queries on request.
* Troubleshooting their issues on Audience Builder, Journey Builder.
* Worked on Mobile push and Mobile Connect.
* Creating FTP users based on their Business units and assigning permissions.
* Worked on Predictive web and Inbox Tools.
* Resolved complicated issues on SMS and Emails sending failures.

**Professional Experience:**

* Working as Application developer in Dendrite it solutions from Dec 2018 to till date

**Education:**

* B. Tech (Electronics and communication engineering) from JNTU Hyderabad 2015.
* Intermediate from Board of Intermediate Education 2011.
* S.S.C from Board of Secondary School Education 2009.

**Declaration:**

I hereby declare that the above mentioned details are true to the best of my knowledge.

**Place:** Hyderabad

**Date:**

M. srilaxmi