Sai Krishna Gadiyakari

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Summary

Experienced Salesforce Marketing Cloud Developer/Consultant with a proven track record of three years in the field. Goal-oriented and driven, constantly seeking opportunities to expand knowledge and skills. Excel in analyzing complex data and implementing effective marketing strategies with a keen eye for detail. Passionate about delivering exceptional results, dedicated to helping businesses optimize their marketing campaigns and drive success.

Work experience

Cognizant Technology Solutions

Marketing cloud developer/consultant   Telangana, India
                                                                             August 2021–Present

- Designed and delivered complex dynamic emails and SMS campaigns in the Marketing Cloud environment, consistently meeting deadlines and achieving a 100% delivery rate.
- Developed automations and customer journeys using SQL queries, SSJS, and other Marketing Cloud activities, resulting in significant improvements in campaign efficiency.
- Created Data Extensions and developed SFMC Data Models for clients across Media, Communication, and Life Sciences industries.
- Proficient in creating personalized email campaigns and building Cloud Pages using Amp script to enhance customer engagement. Collaborated with testing teams to rigorously test emails, automations, and journeys, contributing to a reduction in defect density to 0.1%.
- Ensured all email and SMS campaigns complied with industry standards and regulations, such as CAN-SPAM and GDPR, protecting client and customer interests.
- Successfully managed cross-channel marketing campaigns, ensuring seamless customer experiences across email and SMS.
- Coordinated with client-side and internal teams to ensure high-quality, efficient, and timely project delivery.
- Utilized Marketing Cloud Intelligence Platform to design and maintain dashboards, providing actionable insights for stakeholders.
- Created data streams using Total Connect, Lite Connect, and Marketing vendors, ensuring accurate data flow for dashboard reporting.
- Developed and implemented alerts to monitor and promptly address data stream failures.
- Maintained Quality Assurance for dashboards through the use of detailed reports and pivot tables, ensuring data accuracy and reliability.

Skills and interests

Technical Skills:

- **Salesforce Marketing Cloud/ExactTarget:** Email Studio, Automation Studio, Journey Builder, Content Builder, Amp script, SSJS, SQL

- **Marketing Automation:** Campaign Development, Marketing Segmentation, Personalization, Cloud Pages

- **Data Management:** Salesforce Data Cloud Basics, Data Extensions, Data Modelling, SQL Queries

- **Web Technologies:** HTML, CSS, APIs

- **Analytics & Reporting:** Datorama/Marketing Cloud Intelligence, Dashboard Creation, Performance Monitoring

- **Salesforce Ecosystem:** Salesforce Basics, Salesforce Data Cloud

- **Tools & Software:** Jira, ServiceNow, Smartsheet

Certifications

- Salesforce Certified Marketing Cloud Administrator
- Salesforce Certified Marketing Cloud Developer
- Salesforce Certified Data Cloud Consultant
- Salesforce Certified Marketing Cloud Email Specialist

Education

Gayatri Vidya Parishad College of Engineering   Vishakhapatnam, Andhra Pradesh.
Bachelor of Technology, Electronics and Communication Engineering, **GPA: 8.7 /10**   August 2018-June 2021