MadhavaRao Chandaluri

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| Professional Summary |

- Having 6+ years of experience in the IT industry including 4+ years into Salesforce.
- Hands-on experience on Journey Builder, Automation Studio, Email Studio, Contact Builder, Audience Builder, Campaign management in SFMC.
- Experience in creating, Implementing and updating Automations, Journey Builder, Audience Builder, Contact Builder.
- Experience in creating and managing Lists, Data Extensions, and sender and Delivery profiles.
- Experience in performing various (Import, Data Extract, File transfer, Send Email) activities in Automation studio.
- Having good understanding on CAN SPAM Compliance, GDPR rule and IP warming.
- Experience in configuring Sender Authentication package (SAP), Reply Mail management.
- Experience in creating various business units and assigning business user's roles and permission.
- Good understanding of Enterprise 2.0 and integrating Marketing cloud account with Salesforce CRM.
- Experience in APIs and establishing connections with external systems.
- Experianec in writing and debugging SQL statements. Optimize metrics like opens, clicks and bounce rates.
- Experianec in writing AMP script for Dynamic content and email personalization.
- Experience in using Data Loader, Workbench for insert, update and bulk import or export of data from Salesforce.com Objects.

|Professional Skills |

- Email Studio - AutomationStudio - Journey Builder - Content Builder - Contact Builder - AMPscript - Cloud Pages - Marketing Cloud Connect	- FileZilla - SQL - DataLoader - Reports - REST - SOAP - Datorama

| Certifications |

➢ Salesforce Marketing Cloud Email Specialist
➢ Salesforce Marketing Cloud Administrator
➢ Salesforce Marketing Cloud Developer

| Education |

➢ Completed MBA from JNTU Kakinada University in 2014.
➢ Completed B.Sc Computers from Acharya Nagarjuna University in 2011.
➢ Completed Intermediate from Venus Junior Collage in 2008

| Career Experience |

➢ Currently working at Brillio technology Hyderabad since May 2021.
➢ Worked at Quantyum Technology Solutinos pvt ltd Hyderabad from April 2017 to April 2021.
➢ Worked at Cognizant Technology Solutions Hyderabad from June 2014 to November 2015.

| Projects Undertaken |

Project: #1 :

Client:	Beachbody LLC
Company:	Brillio Technologies pvt ltd
Role:	Senior Developer
Duration:	May 2021 To Present

Work Experiance:

➢ Involving in business requirements, estimation of technical efforts, performing technical conceptual work.
➢ Implementation of user stories derived from the business requirements.
➢ Created HTML emails from scratch based on the client requirements.
➢ Created automations and journeys along with the HTML emails.
➢ Monitoring all the deployed activities and make sure they work as per requirement.
➢ Make sure to create confluence pages after every succeful deployment.
➢ Configured Marketing Cloud Connect, MFA and SSO for Marketing Cloud and other Salesforce products.
➢ Handling critical spark tickets, new implementations and Deployment tasks.
➢ Working on multiple campaigns and implementing the tracking mechanism for transactional sends.

Project: #2 :

Client:	MasterCraft
Company:	Quantyum Technology Solutinos pvt ltd
Role:	Salesforce Marketing Cloud Developer
Duration:	October 2018 to April 2021

Work Experiance:

- ➢ Practical knowledge about Email Studio. Maintaining subscriber database in data extensions and lists, analysis of email send tracking information, designing emails and content blocks.
- ➢ Hands on experience on Email studio, Maintaining subscriber database in data extensions and lists. Designing emails and content blocks.
- ➢ Working knowledge on Integration of Marketing cloud and Sales cloud. Syncing data between the two clouds.
- ➢ Worked with triggered sends and automations. Creating activities to query data, to import files in the system and to extract various information from the Marketing Cloud.
- ➢ Exposure in using and designing landing pages and web forms. Using smart capture to create interactive web pages, designing form on-submit options.
- ➢ Supporting issue related to Reply Mail Management, sender profile, profile Centre.
- ➢ Created various Business units under the parent business unit.
- ➢ Managed all transactional emails, triggered email campaigns, Automations and 1-off newsletters through ExactTarget.
- ➢ Optimized and identified opportunities to increase open rates, click through rates, visits and sales in email.

Project: #3 :

Client:	Square Inc.
Company:	Quantyum Technology Solutinos pvt ltd
Role:	Salesforce Admin
Duration:	April 2017 to September 2018

Work Experiance:

➢ Implemented new enhancements including the creation of custom objects, workflows, process builders.
➢ Created List views, Queues and Public Groups as part of the requirement.
➢ Created various reports and Dashboards.
➢ Developed and configured various Reports for different user profiles based on the need of the organization.
➢ Experience in Case Assignment rules and responsible for creating Users, Profiles and Roles.
➢ Created Roles and built the role hierarchy.
➢ Inserted/Updated records using data Loader and Workbench.
➢ Used Slack tool to address user issues.

Project: #4 :

Client:	UBS (Union Bank Of Switzerland)
Company:	Cognizant Technology Solutions
Role:	Senior Process Executive
Duration:	July 2014 to November 2015

Work Experiance:

➢ Writng sql quries for gathering required data from client data base.
➢ Writing complex queries by using joins, Sub-Queries etc.
➢ Using Character, Numaric and Date functions.
➢ Using Min ,max and Avg aggregate functions.
➢ Writing different types of Views for gathering requriment.
➢ Using Rank and dense rank (ranking functions).
➢ Worked closely with client management to identify and specify complex business requirements and processes to create Tables and different types of objects.