



**Srija Reddy**

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## **SUMMARY:**

- Overall 5+ years of experience in Salesforce Marketing cloud
- Experience working with Email Studio, Automation Studio, Journey Builder and Contact builder
- Performed Ad-Hoc campaigns for volume on 10-15 Million customers in each campaign.
- Working cross-functionally with Marketing, IT, and Analytics teams to gather business requirements and build campaigns by making sure the data is correct.
- Hands on experience with HTML, CSS, SQL, AMP Script, and Rest/SOAP API Calls
- worked on A/B Testing with all the available components
- Experience with FTP, Sales/Service Cloud and 3<sup>rd</sup> party integrations
- Experience working with Agile software development teams

## **TECHNICAL SKILLS:**

Web Technologies	HTML, CSS, JavaScript, jQuery
Programming Languages	SQL, PL/SQL, Java, AMPScript, SSJS, SQL, SOAP/REST API's
SFMC	Journey Builder, Automation Studio, Email Studio, Mobile Studio, Mobile Push, Salesforce IS, Salesforce CDP
IDE & Tools	Eclipse, IntelliJ, Dreamweaver, Sublime, Notepad++, Adobe Photoshop
Operating System	MAC OS X

## **PROFESSIONAL EXPERIENCE:**

**CCSolTech, Austin, Tx**

**SFMC Developer**

**Clients: Experian, Uber**

**September 2021- Current**

## **Responsibilities:**

- Experience in designing personalized email content using AMPSCRIPT, HTML and CSS3 in Content Builder.

- Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolutions.
- Executed SQL queries and used filters for segmentation.
- Used postman for testing real time email sends using API calls.
- Used automation studio for performing actions such as imports, extracts, and SQL query activities.
- Designed and configured complex journeys using activities within the Journey Builder and launched in the production after thorough testing.
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign.
- Worked and Scheduled Ad hoc email campaigns.
- Collaborated with data engineering teams to fetch new data attributes required for campaigns in required format via API calls for real time use case and SFTP for data file loads.

**TechMahindra, Hyderabad, India**  
**SFMC Developer**

**April 2018 - May 2021**

**Responsibilities:**

- Creative development in email studio using Amp Script to render dynamic content.
- Conduct quality assurance reviews and other activities to ensure the accuracy and timeliness of email deployments.
- Created single email to serve multiple countries using different languages by developing Amp Script.
- Used tools like litmus and return path to ensure that emails are responsive various browser combinations.
- Created data extracts in automation studio to export opens, sends, clicks, unsubs etc. to data base using FTP for data analysis.
- Worked on creating custom roles in SFMC based on the business requirement.
- Automated marketing campaigns, file imports and file transfers using automation studio.

**EDUCATION:**

Master's in computer science

Texas State University at San Marcos

Bachelor's in computer science

GITAM University, INDIA

**CERTIFICATIONS:**

Marketing Cloud Email Specialist

Credential ID: 3428242

