**Chada Vijay Reddy**

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**Location: Plano, Texas**

**PROFESSIONAL SUMMARY:**

* 13+ years of IT experience with over 6yrs in Salesforce Marketing Cloud.
* Very good hands-on experience with different modules such as **Journey Builder**, **AutomationStudio**, **Contact Builder**, **Email Studio**.
* Significant knowledge and experience with **AMPscript** for personalized content.
* Building and maintaining Emails, SMS using **Content Builder**.
* Very proficient in creating data extensions and **SQL queries** for segmentations.
* Expert in creating attribute groups, data relationships using **Contact Builder**.
* Automated data import process through marketing cloud **FTP**.
* Experience in designing and development of SMS content, Opt-In Mechanisms using **Mobile Studio.**
* Strong experience in integrating to the **Sales and Service Cloud** via **Marketing Cloud Connect.**
* Worked extensively on **Journey Builder** for complex business requirements.
* Created **Cloud Pages** using **Web Studio** and published them per schedule.
* Experience with the **Cross Functional** teams to improve the co-ordination, reduce touch points etc.
* Worked with **Data Extensions**, **Profile management** and S**ubscriber lists**.
* Experience working in **agile** environments and following best practices.

**SKILLS / TOOLS:**

ExactTarget, Salesforce Marketing Cloud, Salesforce Org, API, HTML, AMPscript, SSJS, Winscp, Rally & MS office suites.

**Education:**

* Bachelor of Technology from Jawaharlal Nehru Technological University, India
* Master of Business Administration from Sikkim Manipal, India

**PROFESSIONAL EXPERIENCE:**

**Client: Caterpillar Inc, IL –**

**Role: Senior Salesforce Marketing Cloud Developer April 2022 to till date**

**Responsibilities:**

* Working on Movable Ink snippets to render images and click through links.
* Participated and organized meetings for Project Planning, Story Grooming and Retrospect.
* Created automations that run daily to import files, segment audience and send emails.
* Developed customer journeys up to 3 touches, update contacts activity, decision splits etc in the Journey Builder.
* Manage daily full lifecycle of email creation, deployment and audience targeting.
* Worked on Abandon Search, Winback, New Customer journeys.
* Create Attribute groups for data relationships for use of Contact Data in Journeys.
* Developed many SQL queries to create segment, filter, organize and target data.
* Worked on PI based Abandon Cart, Abandon Browse, Replenishment journeys.
* Developed complex AMPscript logics inAbandon Search, Post Purchase emails for personalized content.

**Environment:** Movable Ink, Salesforce Marketing Cloud, Automation, Journey Builder, Email Studio, Contact Builder, SQL, AMPscript

**Client: UHG, MN**

**Role: Salesforce Marketing Cloud Developer Feb 2021 to April 2022**

**Responsibilities:**

* Expertise in integration of sales/service cloud with SFMC.
* Good experience in handing the bounce email id and improved the email delivery rates.
* Integration of API’s set up for emails sends, start journey’s, insert records in DE.
* Implementation of data structure in SFMC and set up attribute groups in Contact Builder/Data designer.
* Set up configuration of SFMC email tracking in SFDC on contact level, to view campaigns metrics.
* Good at admin configuration like Creating BU, users, roles and assigning role, FTP setup.
* Set up sender profile, delivery profile and send classification.
* Configuring required Data Extensions, E-Mails, Contents, dynamic content and other activities.
* Creating custom Journeys in Journey Builder for various use cases.
* Created couple Automations for import, export and segmenting data in Automation Studio.
* Create/Update data directly in SFDC from cloud page and from journey builder by using sales cloud activities.
* Experience in Newsletter, Marketing Upgrade, review campaign, premium customers campaigns
* Built Cloud pages for custom Unsubscribe and preference center.
* Prepare delivery checklist, debugging, Testing and Documentation.
* End to End Digital marketing campaign execution.
* Usage of AMP script to pull data into data extension and other functionality.
* Creation of API event based, Data extension etc, entry source Journey Builder and Automation Studio.
* Experience in working with AMP script, Dynamic Content in email contents.
* Developed reports and dashboards to communicate campaign and marketing effectiveness by integrating SFMC with Salesforce CRM.
* Build Custom SQL reports by using Master DE and Data views to fetch campaigns performance data

**Environment:** Salesforce Marketing Cloud (SFMC) Integration, API setup, data structure, Contact Builder, Email Studio, Journey Builder, Automation Studio, Salesforce CRM Integration, email tracking, custom journeys, cloud pages, AMPscript, dynamic content, data extensions, SQL reports.

**Client: Emblem Health, NY**

**Role: Salesforce Marketing Cloud Developer May 2017 to Jan 2021**

**Responsibilities:**

* Set up configuration of SFMC email tracking in SFDC on contact level, to view campaigns metrics.
* Good at admin configuration like Creating BU, users, roles and assigning role, FTP setup.
* Worked on campaigns involved marketing
* Worked on Newsletter, promotional, coupons, premium customer, Reviews campaigns
* Set up sender profile, delivery profile and send classification in BU
* Configuring required Data Extensions, E-Mails, Contents, dynamic content and other activities.
* Creating custom Journeys in Journey Builder for various use cases.
* Created couple Automations for import, export and segmenting data in Automation Studio.
* Create/Update data directly in SFDC from cloud page and from journey builder by using sales cloud activities.
* End to End Digital marketing campaign execution.
* Usage of AMP script to pull data into data extension and other functionality.
* Creation of API event based, Data extension etc, entry source Journey Builder and Automation Studio.
* Experience in working with AMP script, Dynamic Content in email contents.
* Developed reports and dashboards to communicate campaign and marketing effectiveness by integrating SFMC with Salesforce CRM.
* Build Custom SQL reports by using Master DE and Data views to fetch campaigns performance data.

**Environment:** Salesforce Marketing Cloud (SFMC), Email tracking, sender profiles, data extensions, dynamic content, Journey Builder, Automation Studio, AMPscript, Salesforce CRM Integration, campaign metrics, cloud pages, API, data updates, SQL reports.

**Client: EY, India**

**Role: Digital Marketing- Campaign/Content executive Feb 2015 to Apr 2017**

**Responsibilities:**

* Collaborate with the marketing team to develop comprehensive digital marketing campaign strategies aligned with business goals.
* Define target audience segments, key messaging, and campaign objectives.
* Develop compelling and relevant content for various digital channels, including websites, social media, blogs, email newsletters, and advertisements.
* Write engaging copy, create visuals, and design multimedia assets to support campaign objectives.
* Plan and schedule social media content calendars in alignment with campaign objectives and overall content strategy.
* Create and publish engaging posts, stories, and updates across social media platforms.
* Monitor social media channels, respond to comments, messages, and mentions, and engage with the audience.
* Develop email marketing campaigns, including designing templates, writing compelling copy, and segmenting email lists.
* Coordinate with the marketing automation team to set up email workflows and performance tracking.
* Analyze email campaign metrics to optimize performance and deliverability.
* Implement digital marketing campaigns across various channels, ensuring timely execution and delivery of content.
* Use analytics tools such as Google Analytics, social media insights, and email marketing platforms to track and measure campaign performance.
* Generate regular reports on key performance indicators (KPIs) and provide insights and recommendations for future campaigns.

**Environment:** Google Analytics, Campaign performance tracking, insights, Social Media Platforms, Content scheduling, engagement, Email Marketing Platforms, Templates, workflows, performance tracking, Content Creation Tools, Copywriting, visuals, multimedia design.

**Client: Supreme Netsoft Pvt Ltd, India**

**Role: Digital Marketing Executive Dec 2007 to Jan 2015**

**Responsibilities:**

* Create comprehensive digital marketing strategies aligned with business objectives, target audience, and industry trends.
* Generate engaging and relevant content for various digital platforms such as websites, blogs, social media, email campaigns, and advertisements.
* Manage and maintain social media accounts, including content planning, scheduling, posting, engagement, and monitoring of performance metrics.
* Optimize website content and structure to improve search engine rankings and increase organic traffic.
* Plan, execute, and optimize paid advertising campaigns on platforms like Google Ads to drive targeted traffic and conversions.
* Develop and execute email marketing campaigns, including creating email lists, designing templates, writing copy, and analyzing campaign performance.
* Monitor, analyze, and report on the performance of digital marketing campaigns using tools like Google Analytics, providing insights and recommendations for optimization.
* Oversee website maintenance, updates, and improvements to ensure a seamless user experience and alignment with digital marketing goals.
* Conduct research to identify market trends, consumer behavior, and competitor strategies to inform digital marketing initiatives.

**Environment:** Google Analytics, Performance monitoring, insights, Google Ads, Paid advertising, traffic optimization, Social Media Platforms, Content management, engagement, SEO Tools, Website optimization, rankings, Email Marketing Tools, Campaign design, list management.