**Name: Srinithya**

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**PROFESSIONAL SUMMARY:**

# Salesforce professional with 10+ years of experience, specializing in Salesforce Marketing Cloud (5 years) and Salesforce Development (5 years), delivering data-driven marketing solutions and scalable development strategies.

# Designed and implemented multi-channel marketing campaigns using Journey Builder and Automation Studio, enhancing customer engagement and retention.

# Developed personalized and dynamic content using AMPscript, SQL, and SSJS, improving campaign performance and customer interactions.

# Integrated Salesforce Marketing Cloud with Sales Cloud, Service Cloud, and third-party platforms, enabling seamless data synchronization and automation.

# Analyzed marketing data to optimize customer journeys, enhancing conversion rates and driving revenue growth.

# Built and customized scalable solutions using Apex, Visualforce, and Lightning Web Components (LWC), enhancing user experience and system efficiency.

# Developed SOAP-based web service integrations in Apex to sync customer transactions with external financial systems.

# Automated business processes through Flows, Process Builder, and Triggers, reducing manual effort and increasing productivity.

# Created Apex callouts to external APIs and parsed JSON, XML responses to enrich customer records with real-time data.

# Developed dynamic email templates using AMPscript, HTML, and CSS within Salesforce Marketing Cloud, ensuring responsive designs and content that adapted to different devices and customer profiles.

# Developed and documented change management processes using JIRA, Confluence, and Release Management best practices, improving deployment efficiency.

# Used Git for version control and CI/CD pipelines with Flosum to manage deployments across multiple Salesforce environments efficiently.

# Implemented OAuth 2.0 authentication for secure REST API communication, exchanging JSON Web Tokens (JWT) for API access.

# Collaborated with cross-functional teams to design, develop, and deploy innovative Salesforce solutions, aligning technology with business objectives.

# SKILLS:

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| --- | --- |
| **Salesforce Marketing Cloud** | Journey Builder, Automation Studio, Email Studio, AMPscript, SQL, Data Extensions, Marketing Automation |
| **Salesforce Development** | Apex, Lightning Web Components (LWC), Process Builder, Flow, Triggers, SOQL, SOSL, REST & SOAP APIs |
| **Integration & Automation** | API Integrations, CI/CD Pipelines, Workflow Automation. |
| **Data Management** | Segmentation, Personalization, GDPR & CCPA Compliance |
| **Marketing Strategies** | Email Campaign Optimization, Customer Engagement, AI-driven Insights |
| **Programming Language** | Java, HTML, CSS, JavaScript |
| **Soft Skills** | Agile Methodologies, Stakeholder Collaboration, Problem-Solving, Strategic Planning. |

# CERTIFICATIONS:

# [Salesforce Certified Administrator](https://trailhead.salesforce.com/en/credentials/certification-detail-print/?searchString=/AgR6GSGUb6YShMVyLgKhrD5LaIUh8ScgahDNYLSMd8WAweTJPL2qISoSCJ8m/e4),

# [Salesforce Certified platform Developer I and ll.](https://trailhead.salesforce.com/en/credentials/certification-detail-print/?searchString=/AgR6GSGUb6YShMVyLgKhrD5LaIUh8ScgahDNYLSMd8WAweTJPL2qISoSCJ8m/e4)

**PROFESSIONAL EXPERIENCE:**

# Client: Synovus, USA Feb 2023-Present Role: Sr. Salesforce Developer

**Responsibilities**:

# Led Cross-Functional Team to implement personalized customer journeys in Salesforce Marketing Cloud, increasing engagement by 35% and conversion rates by 20% within six months.

# Designed multi-step customer journeys in Journey Builder, integrating data from Sales Cloud and leveraging AMPscript for personalized email content.

# Conducted A/B testing with Litmus, Email on Acid, and AMPscript personalization, optimizing subject lines, content, and CTAs.

# Wrote SQL queries in Query Studio to segment Data Extensions based on Salesforce Opportunity data, enabling precise customer segmentation for marketing campaigns.

# Analyzed campaign performance and provided actionable insights to optimize email marketing strategies continuously.

# Designed and Executed Data-Driven Email Campaigns, leveraging AI-driven insights and segmentation, resulting in a 40% increase in open rates and a 25% boost in click-through rates.

# Developed data-driven email templates using AMPscript, HTML, and CSS, enabling personalized messaging based on customer preferences.

# Built Automation Studio workflows with SQL Query Activities and REST API calls, automating lead scoring and email nurturing sequences.

# Created an automated lead capture system using SOAP API, SQL, and Automation Studio, reducing manual effort in customer data processing.

# Integrated Sales Cloud with Marketing Cloud via Marketing Cloud Connector and REST API, ensuring real-time lead data sync for targeted email campaigns.

# Developed AMPscript-powered email templates in Content Builder, dynamically pulling Sales Cloud data into Marketing Cloud emails for personalized customer engagement.

# Conducted A/B testing using Litmus and Email on Acid, optimizing subject lines, content, and CTAs, resulting in a 40% increase in open rates and a 25% boost in click-through rates.

# Integrated Salesforce Marketing Cloud with CRM systems, ensuring accurate customer data for personalized campaigns and enhanced segmentation. Designed a custom Lightning Component that fetched Marketing Cloud email engagement data via REST API, providing Sales users with real-time insights.

# Optimized Data Extensions in SFMC using SQL & Contact Builder, ensuring efficient segmentation and deduplication for marketing automation.

# Collaborated with Stakeholders across marketing, sales, and IT to align strategies with business objectives and optimize customer experiences.

# Enhanced sales & marketing alignment by integrating JIRA, Confluence, and SFMC Data Extensions, providing real-time tracking of campaign-driven leads.

# Implemented marketing consent management using Salesforce Data Privacy settings, Automation Studio, and Custom Objects, ensuring compliance with regulatory policies.

# Developed UAT test cases and coordinated QA testing for SFMC journeys, ensuring data accuracy and rendering consistency across email clients using Litmus, SSJS, and AMPscript.

# Used Jira and Confluence to track user stories, tasks, and sprint progress, aligning with Agile best practices.

# Monitored and Analyzed Campaign Performance, providing actionable insights to leadership and driving continuous optimization.

# Client: Salute Mission Critical, USA Oct 2020-Jan 2023

# Role: Salesforce Developer

**Responsibilities**:

# Utilized modern JavaScript, HTML, and CSS to create fast, responsive, and highly interactive components aligned with business requirements.

# Integrated Salesforce Sales Cloud with internal banking systems using MuleSoft, REST APIs, and OAuth 2.0, enabling secure real-time customer data sync.

# Optimized email templates using HTML, CSS, AMPscript, reducing email rendering issues across different clients and improving brand consistency.

# Configured Email Studio, Mobile Studio, and Content Builder to launch multi-touch campaigns, ensuring cohesive messaging across email and SMS.

# Designed Salesforce Flows that triggered Marketing Cloud Journeys when a lead reached a specific stage in the Sales Cloud pipeline.

# Implemented Journey Builder split tests with SSJS and SQL-driven decision criteria, improving email open rates by 20% through optimized audience segmentation.

# Integrated Salesforce Reports with Marketing Cloud Data Extensions, enabling automated audience segmentation based on lead interactions and past purchases.

# Created HTML and CSS templates for landing pages and emails in Salesforce Marketing Cloud, ensuring the designs were optimized for mobile devices and consistent with branding guidelines.

# Designed custom Salesforce solutions using Visualforce, LWC, and Apex, migrating legacy Visualforce pages to modern LWC-based UI for enhanced user experience.

# Integrated Salesforce Marketing Cloud with CRM systems, ensuring accurate customer data synchronization for enhanced segmentation and personalization.

# Designed a SQL-based segmentation model in Marketing Cloud that dynamically adjusted audience lists based on real-time Salesforce opportunity updates.

# Configured Mobile Studio with Email Studio for multi-channel appointment reminders, leveraging Automation Studio for message scheduling.

# Automated daily Data Extension refresh processes in Automation Studio using SQL queries and JSON-based API calls, improving data accuracy for campaign targeting.

# Built Apex batch jobs combined with MuleSoft integrations and Bulk API to process high-volume transactional data between Salesforce and external financial systems.

# Developed reusable LWC components with secure access controlled by Profiles, Permission Sets, and OWD, ensuring sensitive data was displayed based on user roles.

# Used Jira and Confluence to track user stories, manage tasks, and ensure smooth execution of marketing automation projects.

# Created end-to-end automation by combining LWC components, Salesforce REST API, and Postman for UAT testing of real-time lead assignment flows.

# Managed API authentication, error handling, and system monitoring to ensure the integrations ran smoothly and securely.

# Client: Abbot, Chicago, USA Aug 2019-Sep 2020

# Role: Salesforce Developer

**Responsibilities**:

# Configured user profiles and permission sets to ensure appropriate access controls and permissions across different Salesforce objects and applications.

# Set up and maintained role hierarchies, sharing rules, and organization-wide default settings to manage data visibility and access.

# Implemented field-level security to control sensitive information access, ensuring compliance with company policies and security standards.

# Implemented Service Cloud case management enhancements with LWC, Apex REST services, and MuleSoft APIs to automate case escalation and SLA tracking.

# Developed custom reports and dynamic dashboards that delivered real-time, actionable insights for sales, marketing, and customer service teams.

# Designed custom solutions for high-volume customer onboarding using Apex schedulers, Platform Events, and MuleSoft APIs, reducing manual data entry by 30%.

# Customized report types, applied filters, and used advanced formula fields to create precise metrics, enhancing decision-making processes.

# Developed an error-handling mechanism for REST callouts, logging JSON response errors in Salesforce for debugging and tracking.

# Integrated Salesforce Service Cloud cases with third-party systems through MuleSoft, exposing Apex REST web services secured with OAuth 2.0.

# Developed dynamic Visualforce pages using HTML5, JavaScript, and jQuery to create interactive customer onboarding forms with real-time validation.

# Collaborated with cross-functional Agile teams, participating in sprint planning and backlog refinement using JIRA, delivering secure Apex classes, LWC enhancements, and unit tests.

# Automated lead assignment rules to ensure that incoming leads are quickly routed to the appropriate sales reps based on pre-defined criteria using Salesforce Flow.

# Managed API integrations via MuleSoft, creating API-led connectivity using OAuth 2.0 and JWT tokens to enhance system security and compliance with internal standards.

# Streamlined business workflows by designing and deploying complex Process Builder processes and Flows to automate repetitive tasks such as follow-up emails, notifications, and record updates.

# Enhanced case management processes by integrating automated actions that triggered when case statuses or priorities changed.

# Built a middleware integration using REST APIs and JSON parsing to synchronize customer records between Salesforce and an external CRM system.

# Transformed data using SOQL to extract, manipulate, and clean data during migration and integration efforts.

# Ensured data quality by conducting thorough data validation and deduplication procedures during migration, resulting in error-free data in Salesforce.

# Client: Shadow fax Solutions, India Oct 2017-Feb 2019

Role: **Salesforce Developer**

**Responsibilities**:

* Worked with Business Analysts and detailed business and technical requirements analysis and designed the solution by customizing end-to-end functionality.
* Worked on preparing project-related technical documentation such as Functional Solutions, Technical Solution Documents, Unit Test Plans, and Unit Test Reports.
* Create users and profiles, as well as user roles and role hierarchies based on customer information.
* Integrated SOQL queries within Apex code, triggers, and batch classes to automate workflows and support seamless data integration.
* Implemented pick lists, filed dependencies, lookups, master-detail relationships, validation, and formula fields to the custom objects.
* Excelled in utilizing the Excel Connector to insert efficiently and upsert data, showcasing adeptness in leveraging tools for seamless data management.
* Worked on creating the lightning pages using dynamic forms for custom and standard objects.
* Implemented custom pricing, which will flow to the SAP ERP system for order management.
* Designed the custom pricing UI to create the Quote line items.
* Successfully implemented a volatile pricing solution using LWC components to streamline pricing data management and enable rapid price adjustments.
* Designed and implemented a COPA interface within Salesforce, providing Sales Reps with a unified view of their COPA data and enhancing sales process efficiency.
* Used REST API pagination techniques in Apex to efficiently retrieve large JSON datasets from external data providers.
* Enhanced Lightning Web Components (LWC) with JavaScript and Apex controllers to display real-time financial data by calling external RESTful APIs.
* Implemented CI/CD pipelines using Flosum and Git to automate deployments across multiple Salesforce environments, reducing manual errors.
* Transformed global customer engagement and elevated international sales processes by crafting multilingual quote templates utilizing LWC and VF pages.
* Created custom Aura components with JavaScript event handlers and Apex to manage multi-step loan application processes within Salesforce.
* Utilized SOQL and SOSL for efficient data retrieval and manipulation, supporting custom reporting and analytics needs.
* Implemented JavaScript-based form validation in Visualforce and LWC to ensure user-friendly data entry for sales representatives.
* Developed custom applications using Apex, Visualforce, and Lightning Components to meet specific business needs.

# Client: Thunder Strike Technologies Mar 2017-Sep2017

Role: **Salesforce Developer**

**Responsibilities:**

* Implemented custom objects, fields, and page layouts as per business requirements.
* As a Salesforce Admin, I was involved in application development lifecycle activities, including Analysis, Research, Design, Development, and Unit Testing.
* Implemented pick lists, dependent pick lists, lookups, master-detail relationships, validation rules, roll-up summary fields, and formula fields for custom objects.
* Implemented Validation Rules and workflows for automated alerts, field updates, and Email generation according to application requirements.
* Integrated Salesforce with an external marketing automation platform via REST API, syncing JSON-based campaign and lead data.
* Create Custom Settings and Custom Metadata to store the frequently used data.
* Maintained and customized Salesforce.com scopes such as users, roles, profiles, groups, record types, sharing rules and page layout customization to support vital business functions.
* Implemented & maintained Reports (Tabular, Matrix and Summary) and Dashboards.
* Designed, developed and deployed Apex classes, Controller classes, Extensions, components, Batch Apex Class, Scheduled Apex Class, Test classes and Apex Triggers for various functional needs in the Application.
* Designed and deployed the Custom objects, Custom tabs, Entity-Relation Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts Components, and Visual Force Pages to suit the application's needs.
* Developed SFDC approval workflows for tasks from interview schedules and approvals for further interviews.
* Developed SOQL and SOSL queries to get data from different related objects.

# Client: Verdant Innovations Jul 2015-Mar 2017

# Role: Salesforce Administrator

**Roles and Responsibilities:**

* Created custom objects, fields, and page layouts as per business requirements.
* Created Validation Rules and workflows for automated alerts, field updates, and Email alerts according to business requirements.
* Implemented Web to Lead functionality and integrated it into the Customer website.
* Implemented reports and dashboards for sales Reps as per the business requirements.
* Migrated existing Visualforce pages to Lightning Experience, enhancing user experience and performance.
* Worked on the profile permissions, roles, permission sets, and lightning pages.
* Ensured code quality and adherence to best practices through unit testing and code reviews.
* Created custom objects, tabs, fields, formulas, and Validation rules per business needs.

**EDUCATION:**

# Sai Tirumala NVR Engineering college

Bachelor’s in Electronics and Communication Engineering – 2015.