

PRABAKARAN S.



EXPERIENCE

InfoDrive Solutions

Technical Consultant

- Experience with **Marketo, Salesforce Pardot and Marketing Cloud.**
- Creating marketing campaign plans, adhering to timelines and budgets for marketing activities as required.
- Includes campaign setup, QA, maintenance and evaluation.
- Identify and create metrics based reporting for all marketing automation efforts.
- Creating Event programs to send an email to generate leads and lead the team to deliver the projects on time.
- Developed and implement a testing strategy to ensure ongoing optimization of campaigns.
- Creating responsive email templates to reuse it on regular emails.

CanApprove Immigration Services

Coimbatore // Front End Developer // 08/2017 – 11/2017

- Bringing mockups to life using HTML, CSS, JavaScript and Wordpress.
- Building websites that are responsive and usable.
- Monitoring website performance and rectifying front-end-related issues.
- Collaborating closely with the team to support projects during all phases of delivery.

Pragmatic Solutions

Coimbatore // Front End Developer // 03/2013 – 07/2017

- Bringing mockups to life using HTML, CSS, JavaScript and Wordpress
- Building websites that are responsive and usable.
- Identifying innovative ideas and proof of concepts according to project requirements.
- Providing guidance and troubleshooting support to clients.
- Documenting bug reports, tickets, and any code changes.

EDUCATION

Sri Venkateswara College of Computers Application and Management

MCA // 2008 – 2011

APA College

Bsc (Mathematics) // 2005 – 2008

SKILLS

- **Marketing Automation Tools:** Salesforce Pardot, Salesforce Marketing Cloud, Marketo, Eloqua, Mailchimp
 - **Languages:** HTML, CSS, Javascript
 - **Project Management tools:** Wrike, Zoho, Asana, Jira
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PROJECTS

<u>Project 1</u>	NTT DATA
Tools Used	Salesforce Pardot
Description	<ul style="list-style-type: none"> • Requirement gathering, implementing the better design and testing the flow to give better result and conversion. • Have done third party integrations (GoToWebinar and Feedotter) with Salesforce Pardot. • Building and testing the Automation rules to setup Grade and Score based on the business policies. • Creating Engagement Studio to setup Complex nurture emails. • Monitoring Website actions using Page actions and Custom redirect. • Providing the metrics, QBR and recommending business for better future engagement. • Provide some high level technical suggestion to client to improve their lead scoring strategy. • Assigning and Monitoring the team to accomplish the given requirement under a defined agile methodology.

<u>Project 2</u>	Dell Replatform
Tools Used	Salesforce Marketing Cloud , Salesforce Pardot
Description	<ul style="list-style-type: none"> • Create email templates using default Content blocks and custom code. • Create Automation Studio to segment the contacts to the Data Extensions. • Monitor the asset engagement using marketing cloud reporting system • Create Pardot form handler to connect pardot with third party forms • Create Users and assign appropriate roles in pardot • Setup Pardot + Sureshot integration to pass pardot prospects to Sureshot.
<u>Project 3</u>	Dell Boomi
Tools Used	Marketo, WordPress
Description	<ul style="list-style-type: none"> • Create email templates using marketo standard procedures. • Create emails and Wordpress landing pages to generate new leads.

	<ul style="list-style-type: none">• Working with Marketo Smart campaigns and Smart list to send emails and segment the contacts in the database.• Setup Complex Engagement programs to improve customer engagement.• Creating Campaigns in Salescloud and monitor reporting.• Integrate marketo programs with GoToWebinar• Optimizing the assets and database. Manage the team to keep up deliverables.
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CERTIFICATION

Adobe Certified Expert-Marketo Engage Business Practitioner

Salesforce Pardot Specialist

Salesforce Marketing Cloud Email Specialist
