Kumar R

SFMC Developer, 5+ years experience
Bangalore, India
https://augmntx.com/profile/sfmc-developer-kumar-r/axf29377

+91 9820045154 | hr@augmntx.com

I am an SFMC Developer based in Bangalore with 5+ years of experience in administration, development, and complex integrations. I have built custom applications to extend SFMC functionality and overcome platform limitations. I have contributed to multiple full-time projects and successfully delivered independent projects as a contractor. My expertise includes designing scalable solutions, optimizing workflows, and implementing efficient email marketing automation. Skilled in problem-solving and writing clean, maintainable code, I ensure high-quality deliverables. I collaborate effectively with teams to drive project success and enhance system performance. I am passionate about leveraging SFMC capabilities to create impactful marketing solutions. Worked for 9 projects in full time and delivered 2 projects working independently as a contractor. Some big client names I worked for is JDRF, Expedia, Epson, Eileen Fisher

INDUSTRIES: Healthcare

TECHNICAL SKILLS

• HTML & CSS	5 years
• JavaScript	5 years
• SQL	5 years
• AMPscript	5 years
• SSJS	5 years

SOFT SKILLS

Communication, Teamwork, Problem-solving, Time management, Creativity

PROJECT DETAILS

• JDRF January-2023 - September-2024

Project Description: run donation campaign and funds T1D suffering people free of cost.
Responsibilities: Proficient in Marketing Cloud development, including creating, deploying, and optimizing campaigns using Salesforce Marketing Cloud tools. Facilitated the migration of a company that sends out 190 million emails annually across 37 business units to a new domain (SAP), seamlessly replicating all existing audiences and functionalities. Created templates and free-form layouts across all newly built 37 business units, designed as per brand guidelines, fully device-compatible, and tested on Litmus. Built integrated landing pages, troubleshooted existing REST API integration issues, and worked on setting up FTP. Enabled and configured Salesforce Personalization (MCP/Interaction Studio) instance. Mapped identity resolution rules and visitor stitching logic to unify anonymous and known profiles. Deployed web SDK (JavaScript tag) on websites to track customer behavior such as page views, cart events, purchases, and clicks. Configured event definitions and entity schemas such as product, category, and user. Defined and uploaded product catalog using feed or API for real-time personalization. Built real-time interaction rules to show product recommendations, banners, and content on web and email. Used Decision Splits and Dynamic Actions to deliver personalized experiences based on behavior, location, and engagement.
Technologies: Marketing Cloud
Industry: Healthcare

• SFMC November-2024 - July-2025

Project Description: Used SFMC Journey Builder to automate and personalize marketing workflows.
Responsibilities: Designed and managed automated triggered campaigns to drive timely customer engagement based on behavioral and transactional data. Tested and deployed A/B tests to evaluate subject lines, content variations, and send times, including path optimizer. Skilled in developing responsive email templates and landing pages using HTML, CSS, JavaScript, and AMPscript to enhance user engagement. Handled subscriber data, including opt-outs for SMS, WhatsApp, and push notifications, ensuring data compliance.
Technologies: Marketing Cloud
Industry: Healthcare

CERTIFICATION

- Salesforce Marketing Cloud Email Specialist by Salesforce 2025
- Salesforce Marketing Cloud Developer by Salesforce 2025
- Salesforce Data Cloud Consultant by Salesforce 2025

EDUCATION

- Bachelors degree in Computer Science from Uttar Pradesh Technical University 2016 - 2020

LANGUAGES

- English - advanced

END OF DOCUMENT
This PDF is automatically generated by AugmntX on 21 Nov 2026
Profile URL:https://augmntx.com/profile/sfmc-developer-kumar-r/axf29377