

DEEPIKA AGARWAL
Sr. SFMC Developer, Merkle Sokrati

Sr.No.3, Shubham Super Market, Wadgaon Sheri, Pune-411014 ▪ (+91) 8180 9251 40 ▪ agarwal2402@gmail.com

SUMMARY

Salesforce certified Email Specialist, currently working as Senior SFMC Developer, where I'm involved in design, development, testing, debugging and deployment of the email campaigns for multinational clients from retail, banking domain on Salesforce Marketing Cloud platform.

PROFESSIONAL EXPERIENCE

Organization: Merkle Sokrati, Pune. Designation:
Email Developer.
Duration: March 2018 – March 2020.

Organization: Merkle Sokrati, Pune.
Designation: Senior Email Developer.
Duration: April 2020 – Present.

Responsibilities:

- Managing the production calendar of the upcoming email campaigns.
- Building emails using HTML, CSS, Amp Script in SFMC Content Builder.
- Creating dynamic/responsive content emails using Amp script. Testing, debugging the email template & content.
- QA testing the emails using W3C validator, QCtools, EmailOnAcid, Litmus.
- Creating microsites & landing pages.
- Involved in creating email templates from the scratch for static & responsive emails.
- Building and customizing customer journeys using Journey Builder in Marketing Cloud.
- Creating trigger emails, ad-hoc emails, journey emails.
- Setting up automation campaigns using Automation Studio.
- Creating audience segmentation using SQL.
- Knowledge of data extension in Email Studio.
- Interacting with the stakeholders regarding the progress of the ongoing & upcoming campaigns.
- Coordinating with teams involved, across the geographies, regarding the campaign production and ensuring smooth delivery.

- Actively involved in training and induction of new associates in the team. (Currently leading a team of 4)

Achievements:

- Received the Merkle Sokrati Mountain Mover Award – Jan 2021 for delivering all the emails error-free, developed during the American holiday season in December-2020.

Organization: Kaizen Infosys, Pune.

Designation: Web Developer

Duration: July 2016 - Feb 2018

Responsibilities:

- Worked as a front-end developer involved in creating and developing UI content for various domains.
- Managed end-to-end delivery of the projects.
- Projects:

Legasis/Roznama:

Roznama is an application developed for lawyers to help them manage their legal cases, notifying the upcoming hearings etc. Developed in Phonegap/Cordova using HTML, CSS, JavaScript, jQuery and SOAP API's for database.

Link: <https://play.google.com/store/apps/details?id=com.hostingduty.roznama&hl=en>

BoxCricket:

A mobile application for box cricket created in Phonegap/Cordova using HTML, CSS, JavaScript, jQuery, AngularJs and Json API's for database where I was involved in design and development end-to-end.

Link: <https://play.google.com/store/apps/details?id=com.hostingduty.boxcric&hl=en>

TECHINICAL SKILLS

Programming Languages	HTML, CSS, JavaScript, jQuery, PHP, Bootstrap, AngularJS, Amp Script, SQL
Platform Tools	Salesforce Marketing Cloud (SFMC)
Project Management Tool	Workfront
Certification	Salesforce Marketing Cloud Email Specialist. (Credential ID: 19919015)

EDUCATION

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- 2012 -2016: G. H. Raisonni Institute of Engineering

Bachelor of Engineering in Computer (Pune University)

- 2010 - 2012: St. Mira's College for Girls. Higher Secondary Education (Pune)
- 2010: Stella Maris High School.
Secondary School Education (Pune)

PERSONAL DETAILS

Permanent Address: Sr.No.3, Shubham Super Market, Wadgaon Sheri, Pune - 411014.

Date of Birth: 24/02/1995

Gender: Female

Marital Status: Unmarried

Languages: English, Hindi, Marathi.