**Janmejai Gupta**

**Experienced in the SFMC - Salesforce Marketing Cloud**

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**Summary :**

* **6 years** of Total IT **Experience In Salesforce marketing cloud, Salesforce ,Implementation Analyst and QA**:
* **3** years of **Experience in Salesforce Marketing Cloud.**
* **3** years of diverse Experienced Testing **Professional & Experienced in API**
* Experience of working with multi-cultural and geographically desperate teams.
* Highly customer focused attitude, sense of ownership, responsibility & teamwork.
* Well versed with Root cause analysis and problem resolving and solution assistance.
* Experience of working in tight deadlines.
* Experience in Requirement gathering and documentation.
* Involved in planning, execution and grooming sessions.
* Experience in varied domains like Exact target Marketing domain, salesforce Integration and IT, also in eLearning and insurance domain
* **Worked on different modules in Salesforce Marketing cloud exact target as :**

# Automation studio, Email app, Content Builder – Emails management, Mobile connect and Mobile Push apps, AMPScript (basic) in emails ,Contact management, Journey Builder, , Audience Builder, Cloud Pages, Campaign Execution , A/B testing used in campaign.

* **Excellent communication skills**, positive attitude and zeal to learn & work.
* Shown **Flexibility, Quick Learner, Proactive attitude** , **Amazing Team Player** .

**TECHNICAL SKILLS:**

* Languages Known: HTML, CSS, AMPScript.**(basic)**
* Tools: GUS, QTest, JIRA, TestRail ,Advanced REST Client, Data base for fetching queries only, POSTMAN .
* O/S: Windows (XP,8,10), Mac
* Worked on Agile Methodology
* Worked on Kanban Methodology

**Professional Experience** :

* Working for WPP (Wunderman Thomson Studios) From July 2023 to till Date
* Working for Global Logic (Hitachi Group Company )From Feb. 2021. to Aug. 2023
* Worked for Srijan From **Nov. 2019. to Jan. 2021**
* Worked for QA InfoTech From **March. 2019 to Nov. 2019**
* Worked for **PI Softek** From **Jan. 2016 to Feb. 2019**

**Academic Qualification :**

**Bachelor of Technology (IT)** from **Uttar Pradesh Technical University**, **Allahabad, in 2012**.

**PROFESSIONAL EXPERIENCE:**

**Wunderman Thompson Studios (WPP Group)**

**Project # 1**

**Client: GSK**

**Duration: July 2023 to Till date**

**Description of the project: GSK is pharma based giant group dealing worldwide for providing the medicine and vaccination to different nationalities from APAC/EMEA/Latem region to the countries like Algeria, India , Vietnam, Brazil , Mexico , Thailand, Malayasia etc. They are promoting different vaccination and medicine program to different part of the world by sending the Campaign via Email, representative visits to health care professionals. Involved in the analysis of BRD (business requirement document), connecting for the Queries and concerns related to the requirement. Creating and Scheduling the Journey, Automation for the different BU’s for Rep to Digital type of Journey. Also sharing the eligibility and specialty counts confirmation with the client.**

**Responsibilities:**

* Email management, Campaigns management, data management, Journey and automations management.
* Admin, sender profile, users, roles, permissions management.
* Resolving client issues.
* End to end implementation of the whole project.
* Setup Customer Journey, SQL and scheduled automations, Monitoring issues.
* Responsible for Client interaction and gathering requirements to be implemented by BRD shared by client.
* Creating Journeys, Automations and Emails as per client requirement.
* Responsible to present work status weekly to client.
* Working on the requirement analysis by going through the BRD and connect to client for issues and the question.
* Working on AEM tool, creating Journey, validating the content for promotion via VEVA portal (till they are AFD- Approved for Distribution).
* Validating date, timings, Assets (comparing the content with Veeva with given CL ID), End date of Journey, on the BRD for different BU’s (Algeria, India, Malayasia etc.)
* Sharing the Eligible counts, specialty counts for the “Email Engagement” journey campaign, taking confirmation from the client.
* Attended Daily **Scrum, Sprint planning, Retrospective meetings,** Internal planning Meetings.
* Testing Tools**: Jira tool used for the Tickets**

Global Logic (Hitachi Group Company)

**Project # 1**

**Client: Affinitiv**

**Duration: Jan. 2021 to July 2023**

**Description of the project: Affinitiv is automobile domain-based application, which is mainly generating a bid and aligned with different dealership to sale and purchase of the new and old car. It consist of various applications which delas in the different prospective of customers like Quote, TIV , XRM, Integration, dealer lens etc. It basically offers different bids to end users to buy the cars of their choice and preference by submitting the bid request form which is filled in by end user. As per the information provided in the bid request form, dealers provide different offers to the user.**

**Responsibilities:**

* Email management, Campaigns management, data management, Journey and automations management.
* Admin, sender profile, users, roles, permissions management.
* Resolving client issues.
* End to end implementation of the whole project.
* Setup Customer Journey and scheduled automations, Monitoring issues.
* Responsible for Client interaction and gathering requirements to be implemented.
* Creating Journeys, Automations and Emails as per client requirement.
* Responsible to present work status weekly to client.
* Working on the requirement analysis
* Attended Daily **Scrum, Sprint planning, Retrospective meetings ,**  Internal planning Meetings.
* Testing Tools**: Jira /Test Rail tool used for the Tickets**

**Project # 2**

**Client: Workbench**

**Description of the project: Workbench or wpf application basically a tool used for the creation of policy with the xml files . This is the root most level where we user to create the policy , then its inputs was used into the PDE –policy decision Evolution , which was further implemented on the Production environment. Basically we work for the wpf which was replica of webbased legacy application . Wpf is window based application where migration of all features of legacy was to bring into the wpf application.**

**Responsibilities:**

* Working on the requirement analysis
* Attended Daily **Scrum, PI planning,** planning Meetings.
* Creating Journey, Automation Journey, Emails according to Client requirements, Content builder and Email Configuration
* User story Review.
* Responsible for unit testing.
* Responsible for creating Investigations.

Srijan Technologies

**Project**

**Client: CNA – Channel News Asia**

**Description of the project:** Project was basically based on the news channel site i.e. as CNA , CNA luxury , CNA style , today etc . Which was covering different section for the daily news , updated news , sports news , health & entertainment news

**Technologies Used:** Drupal, API , eLearning

**Responsibilities:**

* Prepared **test Cases and Test data** for the application
* Working on the requirement analysis
* Attended Daily **Scrum, PI planning,**  planning Meetings.
* Work on the UAT issue and enhancements
* Coordinating with teams for the quick resolution of ticktes and various technical issues.
* Testing Tools**: Jira**

QA InfoTech

**Description of the project:** I have worked on project Purdue Global University (Formerly known as Kaplan University) is a subsidiary of the Graham Holdings Company.It was regionally accredited by the Higher Learning Commission, one of the seven major accrediting bodies in the U.S. Testing domain for this project is mainly around SIF(Student Information Form) , to test the leads flow in the database , to check the functionality of websites on various environment inclusive of cross browser compatibility and in addition to that Check the functionality of website on Various Mobile devices as well.

**Bug Tracking Tools: JIRA**

**Responsibilities:**

• Working as a team or working independently

•Monitoring Kanban Board for Tickets

• Test case preparation & execution ,

• Attending Client Meeting for DailyStandUp

• Constantly interacting with the business team to help them understand the issue and cause.

•Make necessary improvements in documents or creation of new ones as per new requirements.

**PI Softek**

**Client: Sales Force**

**Description**:

* **Sales Force** is the world’s #1 CRM platforms this software is cloud-based , help companies connect with customers, partners, and employees in entirely new ways.
* It consists of various apps which are used by various organizations for managing and marketing or campaigning their products or business.
* **Automation Studio(AS)/Content Builder(Canvas Content)/ Journey Builder**
* **Mobile Push/Cloud Pages (C Pages)/**
* **Active Audience(AA)/E-MAIL App.**
* Above are the major apps on which I have worked for the **Marketing Cloud Salesforce** .

**Technologies Used: Marketing Cloud Salesforce.**

**Responsibilities:**

* Creating Journey, Automation Journey, Emails according to Client requirements.
* Creating Mobile Connect and Push messages, Configuring accounts for clients.
* Responsible for writing the test cases and updating the existing test cases.
* User story Review.
* Integrating SFMC accounts with salesforce marketing cloud connect.
* Responsible for smoke test execution for Releases.
* Defect logging and verification.
* Responsible for creating Investigations.
* Support for Major and Minor releases of exacttarget.

**Environment:**  sparked JIRA 6.4, Manage Exact-target , GUS Salesforce Ticket managing tool, Salesforce Executing Test Cases tool qTest , Advanced REST Client , Data base for fetching queries only and GDPR.