

CURRICULUM VITAE

Name: Anuja Rajesh Murmure

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OBJECTIVE:

My objective is to develop a career in the ever changing, challenging and dynamic field of technology by giving the best with all my ability, sincerity as to attain organizational goals as well as fulfilling my personal goals.

TRAINING & EXPERIENCE:

- Salesforce Marketing Cloud Analyst- Cognizant (Dec 2018- Till present)

Description- Hands on experience on Email Studio, Journey builder, Automation Studio, Content builder, Mobile Connect, Analytics Builder. Experience with HTML/CSS for the purpose of email development and personalizing email content use of AMPscript, Basic knowledge of Marketing Cloud APIs(SOUP/REST).

Building dynamic emails and landing pages that are responsive

Set up Reply mail management.

Helping clients and deploying campaigns, Journeys, Scheduled Automations.

Setting up FTP accounts, Creating FTP User, Creating Business units,

Creating Marketing cloud roles & permissions.

Helping clients with Email sending best practices, guiding with IP warming process, help them understand the purpose of SAP/Private domains/Dedicated IP and how to maintain IP reputation to avoid bounces.

Creation of send classification, sender profile, delivery profile. Have knowledge on the from address Management. Implementation of the Reply Mail Management

Worked on Social Studio- Creating content to publish on Social media platforms, adding new users, creating topic profiles, adding social accounts, creating dashboard and workspace, generating reports, deciding and assigning roles and permissions to the users in social studio and workspace so that each user has an ability to publish content and engage.

Maintaining the social accounts connectivity in social studio to avoid any data loss.

- Technical Associate Engineer- Mphasis (Dec 2017-Nov 2018)

Description- Working on incidents and requests using ServiceNow, taking control of user's system and troubleshooting, supporting all MS office applications and different software, completing on-boarding and off-boarding in SAP, modifying user details in SAP, receiving and making calls to users regarding issues if needed. Identifying the issue and giving my 100% to resolve it.

- Technician Apprentice -Tata Motors, Pimpri((Oct 2013-Oct 2014)

CERTIFICATIONS:

- Salesforce Marketing Cloud Email Specialist

- Salesforce Marketing Cloud Administrator

TECHNICAL SKILLS:

- HTML/CSS
- Basic knowledge of AMPscript
- SQL

SKILLS AND ACHIEVEMENTS:

- Rewarded for best performance and consistently recognized by management and client for providing superior customer service.
- Client-focused & skilled in multi-tasking and meeting tight deadlines.
- Participated in Album Creation Activities.
- Participated in State Level Paper Presentation Competition (Robotics).

ACADEMIC QUALIFICATION:

Qualification	Institute	Year of Passing	Percentage
BE(IT)	Genba SopanraoMoze College of Engg, Pune	July 2017	61.73%
Diploma(IT)	Marathwada Mitra Mandal's Polytechnic Pune-33	Summer 2013	69.06%
10 th	The Good Samaritan School	March 2010	70.55%

PROJECT:

- Online Floral Gallery.
- Automatic Bug Triaging System Using Prediction Algorithm On Rating Basis

PERSONAL INFORMATION:

Name: Anuja Rajesh Murmure

Father's Name: Rajesh Pandurang Murmure

D.O.B: 12th June 1994

Permanent Address: Sadguru Colony No-1, Wakad Road,Wakad, Pune- 400157

Languages Known: English, Marathi and Hindi

Hobbies: Badminton, Carrom, Cooking.

I do hereby declare that all the information given above is true to the best of my knowledge and belief.

Yours Sincerely,

Anuja Murmure.