

# JAYDEEP PATEL

## Salesforce Marketing Cloud Developer

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### OBJECTIVE:

To obtain a job within my chosen field that will challenge me and allow me to use my education, skills and past experiences in a way that is mutually beneficial to both myself and my employer and allow for future growth and advancement.

### PROFESSIONAL SUMMARY:

- Salesforce Marketing Cloud Professional with 2.10 years of IT experience.
- Currently working with **Barclays Global Service Center Private Limited – Chennai as SFMC Campaign developer** and responsible for implementing and initiating marketing activities and campaigns.
- Implemented end-to-end solutions for complex nurture campaigns to deliver personalized interactions with customers.
- Specialized in designing and deploying B2C Email marketing campaigns by using Journey Builder, Automation and Email Studio.
- Specialized in configuring emails, Data Extensions, good knowledge in using AMPscript for personalizing content of Emails and cloud pages.
- Specialized in segmenting customers based on campaign requirements using complex SQL Queries.
- Specialized in A/B testing using both subject line and templates. Also, creating detailed reports from the account sends a summary inbuilt for further analysis.
- Utilizing Marketing Cloud's inbuilt reports to track campaign effectiveness and produce actionable insights to drive the campaign performance.
- A dynamic team player with excellent interpersonal, communication and organizational skills.

### TECHNICAL SKILLS:

Marketing Tool	Salesforce Marketing Cloud
Language/Script	SQL, AMPscript, HTML
Database	Oracle, SQL server
Analytical Tool	MS Excel
Project Management Tool	Jira

### PROJECT EXPERIENCE 1:

Company	Barclays Global Service Center Private Limited
Duration	April20 to Till Date
Designation	SFMC Campaign Developer
Domain	Digital Marketing, Email Marketing
Responsibility in Project	<ul style="list-style-type: none"><li>• Worked on Covid project where 24 campaigns were delivered.</li><li>• Build technical documentation called as “Campaign Requirement Document” CRD for the Business team for requirement gathering.</li><li>• Develop, implement and optimize email marketing programs with an emphasis on automation with the various functionalities which includes query activities, File drop, imports, file transfers, email sends etc.</li><li>• Work with Data Relationship Managers to ensure flawless delivery of timely, relevant email campaigns.</li><li>• Validate functionality and rendering across devices, clients, and browsers using tools such as Litmus.</li><li>• Facilitate the creative testing review and approval process.</li><li>• Assure proper formation of all URLs and links within the emails, to enable accurate tracking of email response and subsequent web activity.</li><li>• Ensure that the proper creative versions are assigned to the suitable target audience lists..</li><li>• Designing and configuring one to one customer journeys using <b>Journey builder</b> tool to nurture engagement with contacts.</li><li>• Configure email using <b>AMPscript</b> to provide custom functionalities and include dynamic content for subject lines and body templates, retrieve customer data from Data Extensions to render personalized communication with contacts.</li><li>• Monitoring the Campaign success through <b>Journey email tracking</b> and Inbox tools dashboard timeline and Return Path monitoring.</li><li>• Using INSOMNIA for checking the trigger send definition, in that audited the Culture Code of users.</li></ul>

### PROJECT EXPERIENCE 2:

Company	Bajaj Finance Ltd-Pune [23July18 – 31March20]
Designation	MANAGER - PAYMENTS - CREDIT CARDS, Sub Department - Sales
Domain	Digital Marketing
Responsibility in Project	<ul style="list-style-type: none"><li>• Creation <b>Data Extensions</b> to manage, organize and segment subscriber’s data.</li><li>• Creating and configuring paste HTML Emails, Guided Send, Automation Send.</li><li>• Designing and configuring one to one customer journeys using <b>Journey builder</b> tool to nurture engagement with contacts.</li><li>• Leveraging <b>Automation studio</b> to automate the various functionalities which includes query activities, File drop, imports, file transfers, email sends etc.</li><li>• Using <b>AMPscript</b> to retrieve customer data from Data Extensions to render personalized communication with contacts. Used dynamic content for subject lines and body templates.</li></ul>

	<ul style="list-style-type: none"> <li>Monitoring the Campaign success through <b>Journey email tracking</b> and Inbox tools dashboard timeline and Return Path monitoring.</li> <li>Liaising with multiple stakeholders to deliver projects, number &amp; KPIs along with ensuring fast-paced development &amp; closure of new initiatives.</li> <li>Build technical documentation for the business team for easy navigation and access.</li> </ul>
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### EDUCATIONAL DETAILS:

Degree	University/Board	Year of Passing	Percentage/CGPA
B.E (Computer Science Engineering)	Chameli Devi Group of Institutions, RGTU	2018	7.06
HSC	M.P Board	2014	68.6%
SSC	CBSE	2012	7.2

### ACHIEVEMENTS:

- Awarded the **GOLDEN SHIELD AWARD** for delivering “New Customer Engagement” journey before the deadline with 0% error rate in June-19 from Bajaj Finserv Ltd.
- A+ rating** based on exceeding expectations & KRA achievements in March 2019 from Bajaj Finserv Ltd.
- Awarded the **SHINE AWARD** from Bajaj Finserv Ltd.
- Received **Global Recognition** for demonstrating our **Value of Service** from Barclays Global Service Center Private Limited on 07Oct2020.
- Received **Global Recognition** for demonstrating our **Value of Respect** from Barclays Global Service Center Private Limited on 29Oct2020.
- Received **Global Recognition** for demonstrating our **Value of Excellence** from Barclays Global Service Center Private Limited on 22Jan2021.

### PERSONAL DETAILS:

<b>Permanent Address:</b>	96, Baheti Colony, Gali No 2., Sanawad, (M.P) 451111
<b>Current Address ::</b>	Flat No C 404 Shreeram Soc Dhanori Pune Nr City Nursing Home Pune 411015 Maharashtra
<b>Date of Birth ::</b>	28 <sup>th</sup> July 1996
<b>Sex ::</b>	Male
<b>Nationality ::</b>	Indian
<b>Marital Status ::</b>	Married
<b>Passport No ::</b>	U1362299