RAVI PANCHAL
Salesforce Marketing Cloud
Contact No. : (+91) 89624 43191
Email: rav000iw@gmail.com

Results driven and multi-tasking professional with 7.0+ years of total IT experience along with 4.5+ years of experience in Salesforce Marketing Cloud.I am a versatile individual, hardworking, motivated with a great interest in Salesforce Marketing Cloud, seeking challenging assignments with an organization of repute that enables me to use my skills towards achieving organization goals and objectives.

Experience:

Position Salesforce Marketing Cloud Consultant, **Revolve Softech LLC** (16/01/2023 to Present).

Position Salesforce Marketing Cloud Developer, Astrea IT Services Pvt Ltd (19/07/2021 to 09/12/2022).

Position Salesforce Marketing Administrator at Sumeru Software Solution Pvt. Ltd, (13/01/2020 to 15/07/2021)

Worked with Tech Zenith Infotech Pvt. Ltd, (20/01/2016 to 26/12/2019).

- Ability to manage multiple projects against tight deadlines and reach expectations from stakeholders/clients.
- Email designer and Campaign Manager Maintaining "Brand Integrity" consistency and high-quality output.
- Build multi-step campaigns and marketing assets including Custom Data Objects, dynamic content, and segmentation.
- Experience in Data Migration tools such as Import Wizard, and Data Loader.

Specifications:

- **Salesforce Marketing Cloud:** Salesforce Marketing Cloud Integration with connected App, Journey Builder, Automation Studio, Email Studio, Contact Builder, Content Builder, Web Studio, AMPScript create data extension, Create Email template, etc.

- **Salesforce Data Cloud**: Data Cloud: Configuration, Data stream, Identity Resolution, Segments, Calculated Insights, Activations.

- Flow, Process Builder, Workflow, Standard Objects, Custom Objects, Fields, Relationship, Export Data, Import Data(Data import Wizard), Data Loader(Mass Update, Mass Upsert, etc.), Reports & dashboard, etc.
- HTML, AMPScript, CSS, JS.
- Data Loader, Import Wizard, **SQL**.
- **Knowledge About:** Salesforce Data Cloud, Sales Cloud, Service Cloud, and Education Cloud.

Certification:

- Salesforce **Data Cloud** Consultant (2023)
- Salesforce Marketing Cloud Administrator (2023)
- Salesforce Administrator (SP19).
- Salesforce Platform Developer I (WI21).
- Trailhead *5X* Ranger.

Education Profile:

- Master of Computer Application **(MCA)**.
- Bachelor of Computer Application (**BCA).**

Project:

Role: Marketing Cloud Consultant

Duration: March 2023 – Present.

Implemented Data Cloud for University.

- Configure Marketing Cloud, Sales Cloud.
- Stream all the sales cloud objects and Marketing Cloud data extension.
- Mapped all the Stream data
- Created rulesets to filter data and use them in the segment.
- Created Activation Targets and activation to transfer data back to the marketing cloud.

Role: Marketing Cloud Consultant.
Duration: Jan. 2023 – Present.

The client is a prominent institute currently operational in the main state of the USA, that required a solution to deliver customized communication segmented by each student and required personnel with the skills to automate the email personalization using multiple products offered in SFMC, the client needed to implement multiple business units to segment data between students and alumni, and to use the templates provided by the client to be sent to the students using journeys.

Role: Marketing Cloud Consultant
Duration: July 2021– Dec. 2022.

- Assisted in the implementation and configuration of Salesforce Marketing Cloud, including setting up email templates, building customer journeys, and creating automation workflows.
- Supported marketing campaigns by performing data segmentation, email deployment, and tracking implementation.
- Conducted quality assurance (QA) testing to ensure the accuracy and functionality of marketing campaigns and automation processes.
- Collaborated with the marketing team to develop best practices and optimize marketing campaigns for improved performance for various cases.

Role: Marketing Cloud Developer
Duration: Sep. 2020– July 2021

- Designed and implemented marketing automation solutions using Salesforce Marketing Cloud, resulting in a 40% increase in campaign effectiveness and customer engagement.
- Configured and customized Email Studio, Mobile Studio, Journey Builder, and Automation Studio to create personalized and targeted email campaigns, resulting in a 25% increase in email open rates and 34% increase in click-through rates.
- Developed and managed data extensions and SQL queries to support segmentation, data integration, and data-driven marketing initiatives.
- Integrated Salesforce Marketing Cloud with Salesforce Sales Cloud and other external systems, enabling seamless data synchronization and real-time personalization.

Role: Salesforce Marketing Cloud Administrator
Duration: feb. 2020 – Sep 2020

Twilio Calls App is an application developed in Salesforce CRM to maintain and keep a close track of event activities held by the Art of Living. The main functionalities of the application are to make registrations of Leads and Callers, generate reports of approachable leads and the number of SMS/calls made by the callers, etc. Also, it maintains the data of Callers and Leads in the form of a Dashboard, and it checks all the audits of the events held by the Art of Living program.