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# Curriculum Vitae



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**Career Objective**

To join and work in a Globally Renowned Organization, where I should be able to apply my experience and contribute my skills and knowledge in various professional fronts, for result oriented applications, which will enable me to make a continued significant contribution, as a distinguished Consultant in the field, in a Company that has ambitions for growth.

**Professional Synopsis**

* **Salesforce Certified Marketing Cloud Email Specialist (SU17).**
* Total 4+ year of experience in Salesforce Marketing Cloud support, development and consulting.
* Currently associated with **Compucom CSI System.**
* Set up, maintain and optimize Email Marketing Campaign utilizing Salesforce Marketing Cloud.
* Building Marketing Campaign.
* Developing Customer journey.
* Providing solution to clients on Email Studio, Automation Studio, and Journey Builder.
* Helping clients on managing their data and campaign set up in Automation or in Journey Builder.
* Monitoring their Email jobs Mass Sends.
* Hands-on experience on Implementation and troubleshooting of Campaigns.
* Knowledge of Subscriber list, Data Extension, List.
* Knowledge of Email Studio, Automation studio, Mobile Push, Mobile Connect and Journey Builder.

**Career Highlights**

**May 2020 to till date Compucom, Pune**

**PROJECT: - Salesforce Marketing Cloud**

**Role: - Salesforce Marketing Cloud Developer**

**Technology:** - AMP Script, Salesforce Marketing Cloud Application

* Responsible for the design and configuration of Marketing cloud platform as per business requirement.
* Ensure solutions meets performance criteria, Business SLA’s and compliance policies.
* Understanding Business Requirement and documenting it.
* Hands-on experience in setting up automation and journeys for campaigns as per business requirement.
* Hands-on experience on data modelling for campaigns using data extension as per business requirement.
* Hands-on experience on creating modular template.

**June 2019 to till March 2020 eClerx Services Pvt Ltd, Mumbai**

**PROJECT: - Salesforce Marketing Cloud**

**Role: - Salesforce Marketing Cloud Developer**

**Technology:** - AMP Script, Salesforce Marketing Cloud Application

* Responsible for the design and configuration of Marketing cloud platform as per business requirement.
* Ensure solutions meets performance criteria, clients SLA’s and compliance policies.
* Independently perform complex troubleshooting, root-cause analysis and solution development.
* Hands-on experience in setting up automation and journeys for campaigns as per business requirement.
* Hands-on experience on data modeling for campaigns using data extension as per business requirement.

**July 2017 to June 2019 Cognizant Technology Solutions India Pvt Ltd, Pune**

**PROJECT: - Salesforce Marketing Cloud**

* Part of Tier 2 team in MCS (Mission Critical Success) Salesforce Marketing Cloud Team.
* Providing support on SFMC tools like Email Studio, Automation Studio, Journey Builder, Mobile Connect, Content Builder, Contact Builder.
* Monitoring clients Email Jobs Mass Sends and Clearing the Database Queues if they encounter any error.
* Providing support on HTML based emails.
* Providing support on SQL queries that clients can run in their account to segregate or group subscribers
* Deployment monitoring of email and message sends, and performance of critical messaging activity.
* Helping clients on managing their data and campaigns set up in Automation or in Journey Builder.
* Drilling down problems and Designing solutions for Email Marketing Cloud Users using SQL Management Studio
* Helping clients with configuring their Marketing Cloud account with roles and permissions.
* Monitor the programs and Jobs that is scheduled by the client.
* Drilling down problems with Automation, email send, triggered send using tools like Applog and Job Explorer and providing a solution to it.

**June 2016 to July 2017 TechMahindra Business Services, Pune**

**PROJECT: - Salesforce Marketing Cloud**

**Role: - Administrator**

* Creating User in Salesforce Marketing Cloud.
* Assigning roles to the users.
* Creating Business unit.
* Deployment of Campaigns in Automation Studio.
* Monitoring Campaigns

**Certifications**

* **Salesforce Certified Marketing Cloud Email Specialist (SU17).**
* **Salesforce Certified Marketing Cloud Consultant.**
* **Salesforce Trailhead Ranger (**[**https://trailhead.salesforce.com/en/me/00550000006ylrUAAQ**](https://trailhead.salesforce.com/en/me/00550000006ylrUAAQ)**)**

**Interest**

* Cloud computing
* Digital Marketing
* HTML
* SQL
* Travelling

**Technical Skills**

* C,C++,Salesforce Marketing Cloud tools
* PL/SQL,MS office

**Educational Background**

* Completed B.E. (Electrical Engineering) from St. Vincent Pallotti College of Engineering and Technology, Nagpur and scored 59.88%.
* H.S.C. cleared from Maharashtra State Board and scored 60%.
* S.S.C. cleared from CBSE and scored 69%.