



Shravan Vikhe
Salesforce Marketing
Cloud Specialist

Total Exp - 4.7 years
Relevant exp - 1.7 years

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👤 Male

📅 09/09/1996

📍 Pune - 411057



Certification

SALESFORCE MARKETING CLOUD
Email Specialist Certified



Summary

- Excellent understanding with different Marketing Cloud concepts such as Email Studio, Campaigns, Content Builder, Contact Builder, Journey Builder, Trigger Send.
- Experience in creating and maintaining automations, data extensions, campaigns, journey builder, SQL, list, emails.
- Experience in using personalization strings, AMP script in email contents.
- Knowledge of Email Sends, Trigger Sends Automation, Setup of Landing Pages.
- Have basic knowledge & Overview on Integration, Mobile studio



Technical Skills

Language	SQL
Salesforce	Salesforce Marketing Cloud Email Studio, Automation Studio, Dynamic Contents, Campaigns, SQL, AMP script, Journey Builder, Content Builder, Contact Builder, Data Extensions & Lists, Mobile Studio, MC connect
Computer	Excel, PowerPoint, Word



Work experience

MERKLE SOKRATI
SFMC Specialist

July 21 - Now

Relevant Work Experience - 1.7 years

Maruti Suzuki India limited Hyperlocal Project - SFMC

- Creating Campaigns, Data Extensions, email contents using dynamic content block, HTML block, image block.
- Implement marketing automation campaigns using salesforce marketing cloud tool by identifying segments, emails, landing pages and creating a journey using a journey builder.
- Creating emails and cloud pages using Personalization string and AMP script according to client requirements.
- Worked on various AMP script functions.
- Perform A/B testing, monitor campaign performance.
- Tracking email send and generating reports.
- Mapping and loading data into Salesforce Marketing Cloud.
- Designing and developing relational data through Data Extensions.
- Creating Segments using SQL queries.
- Automation failure troubleshooting.

MERKLE SOKRATI

Sept'18 - June'21

Sr. Business Analyst

Maruti Suzuki India limited Hyperlocal Project

- Develop websites using Sitecore, optimizing websites (SEO), working with Google My Business, Facebook Engagements.
- This account being one of the biggest accounts for Sokrati, have successfully managed delivery of 2000+ high quality websites and the digital assets (FB, GMB, etc).
- Own client relationships on more than one channel. I consistently and skillfully manage relationships with senior clients, including issues and escalations.
- Have worked on Google My Business (this includes searching of all the pages available on google per outlet and acquiring access of all the duplicate listings and merging them into one page per outlet which in result increases the reviews and overall ranking of the page on Google Search, optimize the GMB listings
- ORM - Create, schedule & monitor social media post through Sprinklr tool
- Digital marketing - Creation of Google Facebook campaigns for dealer accounts and targeting potential customers



Education

PUNE UNIVERSITY

2014 - 2018

Bachelor Of Engineering

Computer Engineer

60%

HSC

2013 - 2014

Maharashtra Board

75%

SSC

2011 - 2012

Maharashtra Board

88%



Honors & Awards

Outstanding Performance & Extra Mile Award

2022



Declaration

Hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned information.