Wipro – Technical Lead

**Vinay Kasera**

Salesforce Pardot: 6+ Years

Salesforce Marketing Cloud: 3.5 Years

****: vinaykasera@gmail.com **| in**: https://www.linkedin.com/in/vinaykasera | ****: +91-9450147807

* Solution-focused, result-oriented professional with over 11+ years of successful career by commended performance and proven results, Optimising solution

**PROFILE SUMMARY**

* Currently associated with Wipro as Technical Lead/ Consultant

**Organisational experience (Digital MARKETING: 7.5 Years)**

* Good analytical skill, self-learner, self-motivator

**Wipro (Technical Lead) Mar 2021 to Present**

**Job description**: Handing Pardot projects, Gathering requirement, Client meeting, Team handling, Optimizing solutions, Resolving complex queries

**Verticurl Marketing Pvt. Ltd. (Sr. Marketing Technology Specialist) May 2015 to Feb 2021**

**Job description**: Handling tasks, client meeting involvement, Team handling, Resolving complex queries

**CORE COMPETENCIES**

**Salesforce pardot**

* 6+ years’ experience with Salesforce Pardot Lightning/classic
* Rich experience in custom development and out of the box functionality
* Pardot implementation with other settings and configured lightning app
* Implemented Pardot connected campaign and connector setup including users
* Configured Pardot Business Units and configured Marketing Data Sharing rules
* In-depth understandings of the capabilities of the Salesforce Pardot application
* Proven experience in designing and building solutions in Salesforce Pardot
* Depth knowledge of Automation Rule, Engagement Studio, and Segmentation
* Implemented website tracking, Visitor tracking, assets tracking and track outside links
* Enabled B2B marketing analytics dashboards default and custom for management and marketing teams

**SALESFORCE MARKETING CLOUD**

* 3.5+ years’ experience with Salesforce Marketing Cloud / ExactTarget.
* Experience Email studio, Cloud pages, Data Extension.
* Working knowledge of HTML, SQL, SSJS and AMPscript.
* Worked on Query, filters, automation studio, journey builder, triggered email
* Ensure the on-time delivery of enhancements or modifications to ongoing production CRM systems.
* Attention to detail and accuracy

**CERTIFICATIONS**

* Salesforce Certified Pardot Consultant – Aug 2020
* Salesforce Certified Pardot Specialist – Nov 2019
* Salesforce Certified Marketing Cloud Email Specialist – Nov 2019
* Salesforce Certified Marketing Cloud Developer – Nov 2020
* Salesforce Certified Administrator – Oct 2020

**ACADEMIC DETAILS**

* Master of Computer Applications from Indira Gandhi National Open University (IGNOU) (09/2009 – 09/2012)
* Bachelor of Science from CSJM University Kanpur (2008)
* Intermediate from U.P. Board (2001)
* High School from U.P. Board (1999)

**Date:**  **Vinay Kasera**