**Abhay Sharma**

**E-Mail:** [abhaysharma1985@gmail.com](mailto:abhaysharma1985@gmail.com)  **Mobile:** +91-9760842772

**Professional Summary**

Senior Consultant with total 7+ years of experience in SalesForce Marketing Cloud Testing, Consultant and SF Implementation related roles

**Certifications Details**

Salesforce Certified Marketing Cloud Email Specialist Certified

Salesforce Certified Marketing Cloud Administrator

ISTQB® - ISTQB Agile Foundation Level

ISTQB® - Foundation Level Certified Tester

**Work History**

* Experience in Salesforce Marketing Cloud Studios & Builders : Email Studio, Mobile Studio, Audience Builder, Contact Builder, Content Builder, Analytics Builder, Journey Builder & Automation Studio
* Experience in Salesforce Marketing Cloud Integration (v5, Data Sync & JBINT) with Salesforce CRM using Marketing Cloud Connect package
* Experience in Administration Processes including set up Marketing Cloud account, Manage Users, Business Units & Default Settings
* Experience in Data management, Segmentation & Email Campaigns
* Expereicne in A/B Testing, Tracking data & Reports
* Understanding of CAN-SPAM & GDPR compliance
* Basic of AMPscript (Custom Coding)
* Experience in SQL & Data views
* Experience in REST APIs using POSTMAN
* Experience at working on Client side (Lloyd’s London, London)
* Experience in managing Artifacts, Deployments & Release
* Good working experience in Agile methodology
* Strong Experience of Insurance (P&C), E-commerce, E-Learning & Financial (Payment Gateway & Bank channels - credit/ debit card payment transactions) domain
* Working experience in Offshore & Onshore delievery model
* Actively involved in Client calls, Weekly planning, Project status meetings and Internal reviews
* Highly motivated self-starter with the ability to work well and collaborate in team environments

**EXPOSURE**

**Scripting Language** AMPscript (Basic), HTML5, CSS, XML

**Database** SQL Server

**Tools** Postman

**Platform** Android, IOS, Windows Family

**Management tools** TFS, JIRA

**Business Management Tool** Slack

**Testing Skills** Manual Testing, Mobile Testing, Database Testing

**Software** FileZilla Client, Audacity

**Packages** MS Office, Open Office

**PROFESSIONAL EXPERIENCE**

* Working as a Senior Software Engineer in EBIX CASH since Aug 2017 to Present.
* Worked as a Senior Software Engineer in Guru Networks Pvt. Ltd from July 2014 to Nov 2015.
* Worked as a Software Engineer in Magic Software Pvt. Ltd from April 2010 to Nov 2013.

**EXPERIENCE DETAILS**

**Project Undertaken:**

1. **Exact Target (**<http://mc.exacttarget.com/>**)**

**Project Description:** Salesforce Marketing Cloud helps to connect to your customers with email, mobile, social, Web experiences and advertising. Salesforce Marketing Cloud is a provider of digital marketing automation and analytics software and services.

**Role & Responsibilities:**

* Responsible for the development and delivery of effective email templates in Salesforce Marketing Cloud
* Configure, build, and test basic journeys and automations based on proposed designs, using Journey Builder
* Creating Mobile Connect and Push messages
* Work with the digital Team to assess the impact of email templates delivered
* Assist in testing & deploying email & SMS campaigns
* Maintain Artifacts & Configure the account for client
* Integrating SFMC accounts with salesforce marketing cloud connect
* Handle the different releases of exacttarget.
* Requirement analysis & User story Review
* GDPR compliance testing for different channels
* New DB validation tests.
* Sending Test Completion Report
* Measure Email Campaign Performance
* API Testing

1. **PPL (**<https://www.lloyds.com>**)**

**Project Description:** PPL is a key component of the London Market modernization programme, where face-to-face negotiation is supported and facilitated by electronic risk capture, placing, signing and closing. PPL is a part of the London Market’s future operating model, a comprehensive programme of new and existing projects designed to make the market easier to do business with. The three participant organizations of PPL are the International Underwriting Association (IUA); London and International Insurance Brokers’ Association (LIIBA); and Lloyd’s Market Association (LMA).

**Role & Responsibilities:**

* Responsible for the development and delivery of effective email templates in Salesforce Marketing Cloud
* Configure, build, and test basic journeys and automations based on proposed designs, using Journey Builder
* Creating Mobile Connect and Push messages
* Work with the digital Team to assess the impact of email templates delivered
* Assist in testing & deploying email & SMS campaigns
* Maintain Artifacts & Configure the a/c for client
* Integrating SFMC accounts with salesforce marketing cloud connect
* Handle the different releases of exacttarget.
* Functional Testing, Regression testing
* Sending Task Completion Report

**3) Guru.com: (**www.guru.com**)**

**Product Description:** Guru is a freelancer marketplace where Employer meets their prospective Freelancer. Employers post their projects and Freelancers bid and win projects to work on. After the completion of the project payment is made to the freelancer through different mode of payment like credit card and PayPal.

**Role & Responsibilities:**

* Understanding all the business requirements and authoring Test cases and Test scenarios accordingly
* Performing Functional, Regression Testing, Ad hoc, Compatibility Testing, GUI Testing, and Usability Testing.
* Sanity and completeness check and raise alarm in case of deviation
* Logging and tracking defects using **Team Foundation Server**.
* Testing on different payment methods like Credit cards, PayPal etc.
* Client Interaction on weekly basis for progress of the task assigned.
* Preparation of daily, weekly test progress reports & Test completion report for the client.

**4) Certiport:** ([www.certiport.com](http://www.certiport.com))

**Product Description:** Certiport is the world leader in standards-based certification solutions that enable personal and professional advancement through globally portable credentials. To this end, they provide certification and services to help individuals to achieve more, distinguish themselves, and advance in today's academic and professional environments.

It provides Certification as well as Practice Exams for world’s leading companies as **Adobe**, **Microsoft**, **CompTIA**, **HP** etc. all over the world.

**Role & Responsibilities:**

* Test case creation and execution.
* Sanity testing, UI testing, Functionality testing, Performance testing, Security testing and Module testing.
* Assigning tasks to team and tracking progress.
* Reporting and tracking of bugs on **OnTime**.
* Regression testing.
* Updating Central Repository (SVN).
* Sending Test Completion Report.

**EDUCATION**

• **Master of Computer application (M.C.A)** from A.B.E.S Engineering College, Ghaziabad (2009)

• **B.Com** from C.C.S University, Meerut (2005)

• **XIIth** from SBM public school, Hapur (2003)

• **Xth** from SBM public school, Hapur (2000)

**PERSONAL DETAILS**

**Name:**  Abhay Sharma

**Father’s Name:** Mr. Ravindra; Kumar Sharma

**Date of Birth:** June4, 1985

**Gender:**  Male

**Nationality:** Indian

**Passport Details:** H8550498

**Languages Known:** English, Hindi

I hereby declare that all the details mentioned above by me are correct to the best of my knowledge.

Date:

Place: **Abhay Sharma**