

Arpita Sinha

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**Summary**

A Salesforce Certified Marketing Cloud expert with excellent knowledge on Digital Marketing Solution implementation across multiple channels. Extensive hands-on experience and understanding of Cross Channel Campaign development with in-depth understanding of platform capabilities. Excellent technical, analytical, problem solving and communication skills.

I have total 3 years of Hands on experience on Salesforce Marketing Cloud working across domains likes Healthcare, Life Science and Travel and Hospitality. I also have some on project hands on experience as a Salesforce Administrator.

**Certifications**

* A Salesforce Certified Marketing Cloud Consultant
* A Salesforce Certified Marketing Cloud Developer
* A Salesforce Certified Marketing Cloud Email Specialist
* A Salesforce Certified Pardot Specialist
* A Salesforce Certified Marketing Cloud Administrator

**Experience | Salesforce Marketing Cloud**

* Developer responsible for implementing Marketing Automation Solution using Salesforce Marketing Cloud Platform.
* Hands-on experience and implementation understanding of Cross Channel Campaign Management program with experience on different SFMC modules like Email Studio, Mobile Studio and Web Studio.
* Expertise in Automated marketing execution using Automation Studio and Journey Builder across multiple channels.
* Experience in Marketing Cloud integration with Salesforce CRM Ecosystem.
* Experience in Cross-Channel Campaign development using Mobile Push.
* SFMC Admin expertise including BU setup, SAP,SSL ,user access and security management.
* Experience in Marketing Cloud integration with 3rd Party Systems using API and Batch integration.
* Experience in lead capture form development using Cloud page and Iframe integration with 3rd party branded websites.
* Expertise in programmatic development using SSJS and Amscript.
* Expertise in Marketing Cloud Soap and REST API.
* Experience in Data modeling for effective implementation of One to Many and Many to Many relationships.
* Experience in developing centralized un-subscription Management solution from external websites and SFMC cloud pages.
* Experience in developing complex marketing Cloud Data Analysis and segmentation strategies based on customer engagements.
* Very good knowledge of Campaign Life Cycle like Strategy, Planning, Design, Development, Testing, Execution and support phases.
* Apart from Project Work, played key role in terms of developing some Accelerators to automate general processes used in all kind of projects like daily automation report etc.

**Experience | SFMC Integration**

* Sales Cloud integration via Bulk API for Migrating Subscriber level Tracking data(Data Views) across campaigns from SFMC to SFDC for Auditing and Dashboard feature implementation.
* Experience in SFMC-Zoom Custom Integration to create scheduled zoom meeting.
* Experience in generating small URL for long zoom meeting URL using Rebrandly API
* Data Sync Integration via API call with e-commerce platform Shopify.
* SFMC to e-Commerce customer loyalty and engagement platform Loyalty lion for adding loyalty points to customers.
* Oracle Bronto integration via SOAP API calls.
* Integration with other marketing Tools to Manage un-subscription at Enterprise level.

**Experience | Other Custom Development**

* Lead tracking solution to personalize lead capture form experience using SFMC-Cookie management.
* Accelerator to automate daily automations tracking report based on their run status and save in Data Extension leveraging SFMC-Soap API.
* Development of complex SFMC cloud page forms by implementation AJAX calls to get real time form content from SFMC Data Extensions based on user inputs.
* Custom un-subscription page development with client branding.
* Experience on SFMC installed packages for MC Integration with External Apps.

**WORK EXPERIENCE**

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| --- | --- | --- |
| **Company** | **Tenure** | **Position** |
| Cognizant | Dec-2017 – Till Date | Developer |

**EDUCATIONAL** **QUALIFICATIONS**

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| --- | --- | --- | --- |
| **Course/Examination** | **Institution/University** | **Year of Passing** | **Performance** |
| B.E | LNCT, Bhopal-Rajiv Gandhi Proudyogiki Vishwavidyalaya (RGPV) | 2017 | 8.6 CGPA |
| HSC | Delhi Public School, Vijaipur - CBSE | 2013 | 83.6% |
| SSE | Delhi Public School, Vijaipur - CBSE | 2011 | 9.8 CGPA |

**RESPONSIBILITIES**

* Involved in requirement analysis and rapid development of POC.
* Explore and provide suitable solutions for implementation details.
* Cross team collaborations for feature development strategy and provide required Information for SFMC platform.
* Work Experience with a team of 6-7 developers.

**PROJECTS UNDERTAKEN**

* **MARS** : B2B & B2C Cross channel Marketing Campaign implementation. Integration With e-commerce Platform like Loyalty Lion and Shopify using pagination features for large volume of Data Sync.. Push Notification Custom Journey Builder App implementation for native Android App using the concept of Population in Journey Builder . Custom Report Implementation as per Business requirement for KPI. Cross team Co-ordination for implementation details. Complex Web Page Development leveraging Javascript Objects and SSJS Marketing Cloud functions.
* **Merck** : B2C Cross Channel Marketing Campaign implementation for MSD Global. Scope included campaign implementation for Sub-Brands under MSD Umbrella across Geo-location. Integration with Salesforce Veeva using the native SFMC-SFDC connector. Integration with several 3rd Party Systems like JZero, Janrain, Azure Data Lake using marketing cloud API and FTP connections. Implementation of Contact Identification and Deletion strategy using SQL queries and SFMC-Contact Deletion feature. Implementation of SAP and SSL along with Business Unit segmentation strategies.
* **Gilead** : B2B Cross channel Marketing Campaign implementation. Sales Cloud integration via Salesforce Bulk API for Migrating Subscriber level Tracking data(Data Views) across campaigns from SFMC to SFDC for Auditing and dashboard creation. Implemented data segmentation strategies based on user engagement and dynamic content email content implementation accordingly. Parallely supported team as Salesforce Admin with User Management, Sandbox Refreshes, Custom Objects, Custom Apps and custom label configuration. Cross team collaboration for debugging salesforce user onboarding issues.

**AREAS OF TECHNICAL EXPERTISE**

* **Tools & Utilities**  Salesforce Marketing Cloud
* **Scripting and Programming** SSJS, Ampscript, Java Script, JQuery, HTML, XML , Json, SQL

**AWARDS & ACHIEVEMENTS**

* Recognized among top performers during pre joining Learning Orbit Shifter Program by Cognizant
* Achieved Highest Rating in last year Appraisal Cycle in Cognizant.

**PERSONAL VITAE**

* Date of Birth : Jul 03, 1995
* Address : Flt-3D, Shreeram Enclave, 5/1 Baishnabghata, Garia, Kolkata, W.B.(700084)
* Passport : Yes