**ANJU PATANKAR**

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**Phone: +918788193675**

An enthusiastic & high energy driven professional targeting assignments in

**Salesforce Marketing Cloud Developer/ Consultant** in **IT industry**

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| **CORE COMPETENCIES**  Marketing Cloud Connect,  Marketing Cloud Integration,  Email Studio, Automation Studio,  Mobile Studio, Journey Builder,  API,AMPscript,SQL,  Dynamic Contents, Campaigns  Content Builder, Contact Builder  Data Extensions and Lists  Marketing Cloud Consultant  Salesforce Trigger, Roles & Profiles Workflow Alerts & Actions  Salesforce Process Builder  File Zilla,  **CERTIFICATIONS**   1. Salesforce Certified Marketing Cloud Email Specialist.   **Academic Details**   * Bachelor of Engineering in Electronics and communication. |  | **PROFILE SUMMARY**   * Current working as Senior Process Executive with Cognizant technology solutions since July 2018. * Worked as a Siebel system administrator with **Quess corporation** from December 2016 to May 2018. * Certified Salesforce Marketing Cloud Professional with a comprehensive experience of **3+ years** and pervasive knowledge of Marketing cloud and salesforce CRM. * Excellent understanding with different Marketing Cloud concepts such as Email Studio, Campaigns, Content Builder, Contact Builder, Approval Process and Journey Builder, Trigger Send. * Experience in creating and maintaining automations, data extensions, campaigns, journey builder, Groups, list, emails. * Experience in using personalization strings, AMPscript in email contents. * Knowledge of Email Sends, Trigger Sends Automation, Setup of Landing Pages, Smart Capture. * Experience in Creating Trigger, Roles, Profiles, Workflow Alerts & Actions and Approval Workflow. * Hands on experience in updating the user roles and permissions, data extract, sent email troubleshooting, Automation and Failure troubleshooting. * Capabilities in performing complex troubleshooting, root-cause analysis and solution development. |

**ORGANISATIONAL EXPERIENCE**

**Cognizant Technology Solution , Pune Since July 2018**

**Designation: Senior Process Executive**

**Profile: SFMC Developer**

**Conneqt Business Solutions December 2016 to June 2018**

**Designation: Process executive**

**Profile: Siebel System Administrator**

**Roles and Responsibilities**

* Maintain data standards and procedures to ensure complete and accurate data in salesforce marketing cloud Campaign.
* Requirement gathering and designing end to end solutions.
* Implement marketing automation campaigns using salesforce marketing cloud tool by identifying segments, setting up campaigns, emails, landing pages, and forms/form processing.
* Perform A/B testing, monitor campaign performance.
* Designing and developing relational data through Data Extensions
* Creating Journey builder from scratch, Automation Studio, Content builder.
* Creating Campaigns, Data Extensions, email contents using dynamic content block, HTML bock,

image block.

* Creating Journey builder from scratch, Automation Studio, Content builder.
* Designed and deployed the Validation rules, Workflow Rules, Email Alerts, Page layouts,

Components to suit to the needs of the application.

* Hands-on development for dynamic content projects related to email.
* Mapping and loading data into Salesforce Marketing Cloud.

**PERSONAL DETAILS**

**Name:** Miss. Anju Patankar

**Mother’s name:** Mrs**.** Koushalya Patankar

**Date of birth:** 11th November 1992

**Gender:** Female

**Nationality:** Indian

**Permanent Address:**  40 ph no 103 paras villa 452010 bhopal.

**Languages Known:** English, Hindi, Marathi

**DECLARATION**

I 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.

**Place:** Pune **Name: Anju Patankar.**