**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 BuilderData Extensions and ListsMarketing Cloud ConsultantSalesforce Trigger, Roles & Profiles Workflow Alerts & ActionsSalesforce Process BuilderFile 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.
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**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.**