**ADITI R**

 **Salesforce Certified Marketing Cloud Consultant/Developer**

**Phone**: +918095794274 **Email:** raditi1695@gmail.com

**OBJECTIVE:**

**To obtain a job within my chosen field that will challenge me and allow me to use my education, skills and past experiences in a way that is mutually beneficial to both myself and my employer and allow for future growth and advancement.**

**PROFESSIONAL SUMMARY:**

* + **Salesforce Certified Marketing Cloud Consultant**, **Developer and Email Specialist** with 3 years of IT experience.
	+ Implemented end-to-end solutions for complex nurture campaigns to deliver personalized interactions with customers.
	+ Specialized in designing and deploying Email marketing, SMS Marketing, Push Message Campaigns by using Journey Builder, Automation, Mobile studio and Web studio.
	+ Worked on Integration between SFMC and any Salesforce CRM with creating custom objects based on requirements.
	+ Data model designing and building relational database objects like Data Extensions, Attribute Groups & Lists in Contact Builder.
	+ Specialized in configuring emails, A/B testing, cloud pages, good knowledge in using AMP script for personalizing content of Emails, Cloud Pages and SMS Content.
	+ Implemented Collect tracking Code, Mobile Tracking Code, Conversion tracking code under web Recommendations.
	+ Worked on Configuring and creating Behavioral Triggers.
	+ Implemented JavaScript code in Cloud Pages for SFCC SFMC Integration project and pulled data into the Einstein data extensions. Also Implemented various Einstein STO Campaigns.
	+ Worked on Cart Abandonment and Browse Abandonment Campaigns.
	+ Specialized in segmenting customers based on client’s requirements using complex SQL Queries.
	+ Utilizing Marketing Cloud’s tracking dashboard and inbuilt reports to track campaign effectiveness.
	+ Worked in projects encompassing various marketing campaign scenarios across different domains which includes retail,healthcare,pharmacy and beauty products and various regions like US, EMEA, China, Hongkong and Singapore.
	+ A dynamic team player with excellent interpersonal, communication and organizational skills

**TECHNICAL SKILLS:**

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| --- | --- |
| Marketing Tool  | Salesforce Marketing Cloud |
| Language/Script | SQL, AMP script, HTML |
| Database | Oracle, SQL server |
| Analytical Tool | MS Excel |
| Project Management Tool | Jira |
| Certifications | Salesforce Marketing Cloud Email Specialist (CID – 20401459)Salesforce Marketing Cloud Consultant (CID – 21462540)Salesforce Marketing Cloud Developer (CID-21561043) |

**PROJECT EXPERIENCE :**

|  |  |
| --- | --- |
| **Company** | Accenture Solutions Private Limited  |
| **Duration** | 02/2018 To Present |
| **Designation**  | Application Development Analyst |
| **Domain**  |  Digital Marketing |
| **Responsibility in Project** | * Managing digital marketing campaigns including BU creation, user creation, assigning roles, campaign creation
* Creation of **Lists** and **Data Extensions** to manage, organize and segment subscriber’s data. Using publication lists to manage subscriber opt-ins.
* Creating and configuring paste **HTML Emails**, **Triggered Emails**, **Cloud pages, SMS** which includes creation of custom preference centre, subscription centre etc.
* Designing and configuring one to one customer journeys using **Journey builder** tool to nurture engagement with contacts.
* Leveraging **Automation studio** to automate the various functionalities which includes query activities, imports, file transfers etc.
* Using **AMP script** to retrieve customer data from Data Extensions, Salesforce objects to render personalized communication with contacts. Used dynamic content for subject lines and body templates.
* Good Understanding of **Contact Builder** for organizing and managing contact data including **attribute groups** creation, defining **data relationships**, configuring **Import Activity for Mobile Studio** etc.
* Good Knowledge in HTML, Complete end to end testing of Email content and pixel tracking code for analysing inbox placement.
* Monitoring the Campaign success through **Journey email tracking** and Inbox tools dashboard timeline and Return Path monitoring.
* Creating customized campaign reports by leveraging SQL queries and evaluating the effectiveness of marketing campaigns.
* Closely involved with client's marketing team in developing architectural model for campaign execution.
* Build technical documentation for the Business team for easy navigation and access.
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**EDUCATIONAL DETAILS:**

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| --- | --- | --- | --- |
| **Degree** | **University/Board** | **Year of Passing** | **Percentage/CGPA** |
|  B.E (Information Science and Engineering) | JSS Academy of technical education Bangalore  |  2017 |  68% |
|  12th CBSE  | Kendriya Vidyalaya Hebbal |  2013 |  75.8% |
| 10th CBSE | Kendriya Vidyalaya Hebbal  |  2011 |  9.2 CGPA |

**ACHIEVEMENTS:**

* Rated **Distinct Achiever** by Accenture for outstanding performance for the year 2018 and 2019
* Rated **Distinct Achiever** by Accenture for outstanding performance for the year 2019 and 2020
* Awarded **ACE** for excellent performance by Accenture, **ACE** being one of the most prestigious awards.

###### PERSONAL DETAILS:

|  |  |
| --- | --- |
| **Permanent Address:** | #80/8A,2nd Main 4th cross , Hanumanthanagar Basavangudi Bangalore -560019 |
| **Present Address ::** | #80/8A,2nd Main 4th cross , Hanumanthanagar Basavangudi Bangalore -560019 |
| **Date of Birth ::** | 16th August 1995 |
| **Sex ::** | Female  |
| **Nationality ::** | Indian |
| **Marital Status ::** | Married |
| **Passport No ::** | L1345618 |

###### Declaration:

I hereby declare that the above details provided are authentic and true to the best of my knowledge.

Date: Regards,

Place: Bangalore Aditi R