

Sweety Anchaliya

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OBJECTIVE

Seeking a position to utilize my skills and abilities in an organization that offers professional growth while being resourceful, innovative and flexible.

EMPLOYMENT

Senior Process Executive	Cognizant Technology Solutions, Pune	Dec 2017- March 2020
<ul style="list-style-type: none">Has worked with a team for Salesforce.com providing Marketing Cloud technical solutions to the international clients that allows them to create and manage marketing relationships and campaigns with customers.In depth knowledge and exposure in areas of Salesforce Marketing Cloud. 1X Salesforce certified (Certified Marketing cloud Email specialist).Proficient in creating, testing and troubleshooting Email campaigns, journeys, automations.		
Technical Support Executive	Infosys Limited, Pune	May 2016 - June 2017
Project: British Telecom		
Research Analyst	Arcgate, Udaipur (Rajasthan)	May 2015 - Dec 2015

SKILLS

Languages: C, Java, SQL, Basic of APEX

OS Platform: WINDOWS

Database: SQL Server Management Studio

Learning: Salesforce Admin

WORK EXPERIENCE

Project: Salesforce Marketing Cloud

Duration: Dec 2017 – March 2020

Designation: SFMC Specialist

Environment:

Salesforce Marketing Cloud: Email Studio, Content Builder, Automation Studio, Contact Builder, Journey Builder, Mobile Studio, Analytics and Report

Roles and Responsibilities:

- Part of Tier 2 team of Salesforce Marketing Cloud Signature Team.
- Hands-on experience on Email Studio.
- Monitor the programs and jobs that are scheduled by the clients.
- Helping clients with configuring their Marketing cloud account with roles and permissions.
- Troubleshoot, manage customer cases and ensure 100% customer satisfaction.
- Providing solutions on SFMC Tools like Email Studio, Mobile Studio, Automation Studio, Journey Builder, etc.
- Monitoring their Email Jobs Mass Sends and clearing the database queue if they encounter any error.
- Proactively monitor customer's Marketing Cloud implementation, helping prevent issues before they disrupt critical marketing process.
- Helping clients on managing their data and campaigns set up in Automation or in Journey builder.
- Take ownership of customer issues through to resolution including troubleshooting, external and internal communication.
- Drilling down problems with Automation, email send, triggered send using tools like Applog, SQL Server Management Studio, Job Explorer and providing solution to it.
- Optimize and identify opportunity to increase open rate, click through rates, and customer engagement with the campaigns.
- Prioritize and escalate customer issues.
- Constantly meeting the SLA's defined for each client.
- Follow escalation matrix if application bug found during operations.
- Deployment monitoring: Deployment monitoring of email and message sends, and performance of critical message activity.

CERTIFICATIONS

- Salesforce Certified Marketing Cloud Email Specialist

**SALESFORCE
CERTIFIED**

Marketing Cloud
Email Specialist

STRENGTHS

- Strong Interpersonal skills
- Quick learner
- Leadership quality
- Flexibility and Adaptability
- Decision making skills

EDUCATION

BE – Electronics & Telecommunication 2011–2015, Sir Padampat Singhania University, Udaipur, Rajasthan (74.96%)

Senior Secondary (2009 – 2010) SBBJS Chittorgarh, Rajasthan (73%)

Secondary School (2008 – 2009) SBBJS Chittorgarh, Rajasthan (85%)

PERSONAL INFORMATION

Date of Birth: 26th January 1993

Nationality: Indian

Hobbies: Reading, travelling, internet surfing, Cooking.

Date:

Place: Pune

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