

Ashish Desai

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An enthusiastic & high energy driven professional targeting assignments in  
**Salesforce Marketing Cloud Developer in IT industry**

## CORE COMPETENCIES

**Email Studio, Automation Studio, Social campaigns, Dynamic Contents, Campaigns, SQL, AMP script, Journey Builder, Content Builder, Contact Builder, Data Extensions and Lists, Mobile Studio, Roles & Profiles, Workflow Alerts & Actions Salesforce Process Builder  
File Zilla, Import Wizard, PLM, AWS**

## CERTIFICATIONS

1. Salesforce Certified Marketing Cloud Email Specialist – Summer 20

## ACADMIC DETAILS

- Bachelor of Engineering in E&TC from Sanjeevan Engineering collage, panhala, Kolhapur.

## Profile summary:

- Having remarkable 4.5 years of IT experience on Salesforce **Marketing Cloud and PLM**.
- Currently working as Salesforce Marketing Cloud Developer with Accenture.
- Certified Salesforce Marketing Cloud Professional with a comprehensive experience of **2.5 years** and pervasive knowledge of Marketing cloud.
- Excellent understanding with different Marketing Cloud concepts such as Email Studio, Campaigns, Content Builder, Contact Builder, Journey Builder.
- Experience in creating and deploying audience in social campaigns like Facebook, Instagram, snapchat.
- Experience in creating and maintaining automations, data extensions, campaigns, journey builder, list, emails.
- Knowledge in using personalization strings, AMP script in email contents.
- Knowledge of Email Sends, Trigger Sends Automation, Setup of Landing Pages, Smart Capture.
- Knowledge on Mobile connect in Mobile Studio.
- Worked on the designing of custom objects, custom fields, role- based page layouts, custom Tabs, custom reports, report folders, Dashboards and various other components as per the client and application requirements.
- Experience Import Wizard and salesforce.com Sandbox environments.
- Capabilities in performing complex troubleshooting, root-cause analysis and solution development.
- Worked on Oracle database and SQL queries.

## ORGANISATIONAL EXPERIENCE:

**Three M software solutions, Pune. 1<sup>st</sup> June 2017 to 30<sup>th</sup> June 2020**

- **Designation:** Application Engineer
- **Profile:** Marketing cloud Developer
- **Environment:** Salesforce Marketing Cloud, PLM, AWS

## Accenture operations, Mumbai. 19<sup>th</sup> October to Present

- **Designation:** Quality Monitoring Feedback Analyst
- **Profile:** Marketing cloud Developer
- **Environment:** Salesforce Marketing Cloud

### Project 1:

#### Description:

Working for a well-known Beauty product project. This is a New and existing model launch / sell campaign which will be emailed to all customers who gave permission to contact them.

#### Roles:

- Maintain data standards and procedures to ensure complete and accurate data in salesforce marketing cloud Campaign.
- Handling BU's.
- Creating Campaigns, Data Extensions, email contents using dynamic content block, HTML block, image block.
- Implement marketing automation campaigns using salesforce marketing cloud tool by identifying segments, emails.
- Creating audience and deploying them in ad studio, like Facebook, Instagram and snapchat.
- Creating Customer Journey using Journey builder.
- Perform A/B testing, monitor campaign performance.
- Tracking email send and generating reports.
- Mapping and loading data into Salesforce Marketing Cloud.
- Designing and developing relational data through Data Extensions.
- Creating Segments using SQL queries.
- Automation failure troubleshooting.
- Creating custom objects, custom fields, Record Types, custom Tabs, custom tabs, Roles, Profiles, Workflow Alerts & Actions and Approval Workflow.

### Project 2:

**Profile:** Project Owner

**Environment:** Teamcenter, CAD

#### Description:

New Automotive OEM Site Teamcenter End to End Implementation, Requirement's study, Solution Design, Designing Data Model and Solution Architecture, Mapping process workflows, CAD integrations, data migration and go live in time of 5 months.

#### Roles:

- Define process steps for various types - communication with business/client as project owner.
- End to End Implementation right from server sizing till data switch over.
- CAD (SE) Integrations with Teamcenter and CAD (SE Legacy Data Migration
- Creation of test cases and use cases.
- Creation of bulk loader batch file to import boughtout parts.
- Providing support to the client as and when required.

- Perform testing on legacy data.
- Legacy data import support to users.
- Perform testing on Change management
- Teamcenter user and admin level support.
- Testing and execution

## EDUCATIONAL QUALIFICATION:

Degree	School/College	Board/University	Passing Year	Percentage
B.E.	SETI, Panhala, Kolhapur	Shivaji University	June 2015	67.81%
Diploma	Dr.D.Y. Patil Polytechnique	MSBTE	Feb 2012	63%
S.S.C.	S.M. Lohia Highschool	Maharashtra board	JUNE 2008	79.23%

## PERSONAL DETAILS:

Name : Ashish Desai  
 Gender : Male  
 Nationality : Indian  
 D.O.B. : 16/08/1993  
 Permanent Address : 18/B old more colony, Sambhaji nagar, kolhapur-411007  
 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:** Kolhapur

**Name:** Ashish Desai