

HUMERA SHAIKH

SENIOR PROCESS EXECUTIVE - COGNIZANT TECHNOLOGY SOLUTIONS, PVT LTD.

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OBJECTIVE

Experienced Salesforce Marketing Cloud Specialist with a demonstrated history of working in the information technology and services industry. Skilled in Salesforce Marketing Cloud, System Administration, Analytics, and Marketing Automation. Strong marketing professional completed Master's from University of Pune.

EXPERIENCE

Jan 2018 – Till Date

Senior Process Executive – Cognizant Technology Solutions PVT Ltd.

1. Setup, maintain and optimize Email marketing campaign for clients for Salesforce Marketing Cloud.
2. Created customer accounts, Data Extensions, Users, Roles and permissions under Administration Settings. Research new and innovative technology and techniques to improve the automation of marketing process Setup,
3. Maintain and optimize Email marketing campaign utilizing Marketing Cloud.
4. Setup a call with client to understand their requirements and create process flow for automating business process using activities like data extract, SQL query activity etc.
5. Performed in-depth analysis of business practices and provided recommendations on ways to improve the processes.
6. Understand client requirements for integration and help them to integrate marketing cloud with other applications including google 360 analytics.
7. Analyze the integration process for any inefficiencies and suggest a suitable solution to counter it.
8. Automated various processes within both the applications
9. Created standard as well as customized landing pages, forms for client's website, worked closely with website developer for embedding forms onto client's interface.
10. Created personalized email templates while coordinating with the HTML developers as per the requirement using AMP Script.
12. Working on end-to-end implementation & configuration of Marketing Cloud

EDUCATION

University of Pune
Maharashtra

Master's in Computer Science

KEY SKILLS

- MARKETING AUTOMATION
- INTEGRATION
- IMPLEMENTATION
- AMPSCRIPT
- SQL
- GOOGLE ANALYTICS 360

CERTIFICATIONS

* SALESFORCE MARKETING CLOUD EMAIL SPECIALIST

PERSONAL INFORMATION

Marital Status: Married

DOB: 12th September 1993