Akshata Gupta

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Career Objective

A good position that should have an opportunity for career expansion, personal growth and one that may utilize my abilities.

Profile Summary

- Primary job is to understand client's Business requirements and provide a solution.
- Profound Knowledge about SAP and Managing Administrations related tasks like creation of roles and permissions, user management and user settings, password management, security settings.
- Worked on content builder and email studio items like creating Individualized content using personalization strings, Dynamic Content, templates creation, configuring Emails from templates and designing according to regulations using the CAN-SPAM rules.
- Defining Journey builder and creation of various journey builder activities, its entry sources, flow controls, decision split, engagement splits, wait period, exit criteria.
- Used Automation studio for performing actions such as imports, extracts and SQL and script activities.
- Utilizing Salesforce Marketing Cloud to create and maintain lists, data extensions and update subscriber lists, publication lists.
- Developed and Deployed A/B testing strategies to roll out the control version to be used in the final email campaign,
- Well-versed with RMM, sender profile, Send classifications, profile center, preference management, Email Tracking.
- Basic understanding on SQL queries, HTML, CSS, AMP Scripts.
- Implementing marketing automation campaigns using Salesforce marketing cloud tool by identifying segments, creating cloud pages, landing pages, Dynamic Content rules, Tags.
- Creating FTP User and Setting up FTP account for large file transfer, understanding of Business units.
- Brief Knowledge of Integration of Marketing cloud with Sales and service cloud.
- Creating Custom reports and Dashboards.

Educational details

Name of course	Name of university / board	Year of passing	% of marks
B.E, INFT	University of Mumbai	2017	7.04 cgpa
H.S.C	Maharashtra State Board	2013	74.5%
S.S.C	Maharashtra State Board	2011	90%

Professional Experience

Organization: Larsen & Tubro InfoTech Ltd.

Duration: Oct 2020 to Present.
Designation: Associate Consultant.

Key Deliverables for Salesforce Marketing Cloud:

- Requirement gathering from client and designing end to end solutions.
- Created Data extensions to accommodate custom scenarios.
- Designed Journey builder from scratch, Automation Studio, Content builder, Creating Campaigns, Data Extensions, Email contents using dynamic content block, HTML bock, and Image block.
- Designing and developing relational data through Data Extensions.

Organization: Infosys Ltd.

Duration: Dec 2018 to Oct 2020.
Designation: Senior Systems Engineer.

Key Deliverables for Salesforce Marketing Cloud:

- Worked on Salesforce Marketing Cloud as Developer.
- Created various data extensions, modified it based on requirements.
- Setting Retention policy to Data extension and Send log Data extension
- Designed several Journey's using Journey Builder.
- Had Set up FTP account and created FTP User, managed Marketing cloud roles & permissions.
- Automated import, extract, sends mail and query activity using Automation Studio.
- Used Marketing Cloud Connector to connect CRM to marketing Cloud.

Strengths and Skills

- Quick Learner
- Flexible to working style
- Active Listener
- Good Communication Skills.
- Dedicated at work
- Team Player

Achievements

- Part of the wining team of the cricket tournament.
- Awarded as one of the "Star performers" on the floor
- Member of NSS, active blood donor

Personal information

Name   : Akshata Gupta
Date of Birth   : 09nd July 1996
Fathers Name   : Ashokkumar G
Linguistic Abilities: English, Hindi, Marathi
Present Address   : Mumbai

I, hereby declare that all the information provided above is true and genuine to the best of my knowledge & belief.

Place: Mumbai   Akshata Gupta