



# Bhushan Patil

Marketing Cloud Developer

Highly motivated and accomplished professional with **4+** years of experience in Salesforce Marketing Cloud and over all **5+** years in IT industry. Skilled in strategic planning, market analysis, and understanding consumer behavior. Proven success in team management, project implementation, and productivity improvement. Utilized strong analytical skills to optimize marketing campaigns and drive revenue growth. Possesses a versatile skill set and adaptability with expertise in multiple SFMC studios & builders. Demonstrates problem-solving abilities and thrives in fast-paced environments. Currently expanding knowledge in developing AMPScript code for dynamic content creation.

## Contact

### Phone

+91-9834844556

### Email

patilbhushan09876@gmail.com

## Education

2014 - 2018 **Bachelor of Engineering In Computer Science**

NMU University, Jalgaon

## Skills

- Email Studio Mobile
- Studio Cloud Pages
- Content JBuilder
- Contact AMPScript
- Marketing Cloud Builder
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## Certificates

- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified Marketing Cloud Administrator
- Salesforce Certified Marketing Cloud Consultant
- Salesforce Certified Marketing Cloud Developer

## Experience

### Aug 2023 - Till Present

Accenture Plc, Pune

#### Senior Software Engineer

Implement marketing automation campaigns using

- salesforce marketing cloud tool by identifying segments, setting up campaigns, build personalize emails and landing pages.
- Perform A/B testing, monitor campaign performance.
- Work on Intelligence report using SFMC Data view to track email performance as per requirements.
- Creating journey from scratch, automation studio activities, building cloud pages to fetch the data in data extension.
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### March 2022 - July 2023

GetonCRM Solutions Pvt Ltd, Ahmedabad

#### Software Engineer

- Applied best practices to streamline business by leveraging my expertise of Salesforce Marketing Cloud. Migrate data in Marketing Cloud from the third party tools likewise: HubSpot, Marketo, Snowflake, etc. Acquiring Knowledge of developing AMPScript code to implement business requirements by creating Dynamic content. Involved in integrating Salesforce Marketing cloud with other systems. Design and implement
- automated marketing campaigns, customer journeys, and workflows using Automation Studio or Journey Builder.
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### Jan 2021 - Feb 2022

Cognizant Technology Solutions, Pune

#### System Engineer

- Completed all SFMC modules on trailhead. Acquiring
- knowledge about the Marketing Cloud's API. Explore Automation Studio for performing the actions of imports files, extract and SQL query activities.

## Awards & Recognition

- Innovation Award (2022)
- MVP Award (2023)

**July 2019-Jan 2021**

Cognizant Technology Solutions, Pune

### **Associate Engineer**

- Worked on various salesforce.com standard objects like Leads, Cases, Reports and Dashboards Created different Workflow rules and Approvals Processes for various campaign processes. Designed, and developed the Custom objects, Validation rules, Page layouts, Pick-List, Custom tabs, Components, Visual force Pages, Triggers to suit to the needs of the application. Maintained data cleanliness and accuracy by adding custom validation rules, custom formulas, reports and dashboards.
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