**Amruta Mahesh Golekar**

**Salesforce Marketing Cloud Developer**

**3 years 3 months Experience.**

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| **Professional Summary:** |
| * Having **3+ years** of professional IT experience in **Software Development** and **1+ years** in Salesforce Marketing Cloud Experience Configuration, Customization, Development of Salesforce Applications.
* Worked on **Campaigns, Different types of Email Sends, Trigger Sends Automation, Data Extension, List, Contact Builder, Data Design, Automation Studio, Content Builder, Cloud Page, Smart Capture, Journey Builder, Audience Builder, Integration between SFMC and SFDC, Interactive Email form, and Dynamic Email Template.**
* Worked on **analysing, developing,** and **testing** the Validation rules, Automation Studio, **Triggered Send, Email Studio, and Content Builder**.
* Worked on **Pardot, Automation Rule, Landing Page, Pardot Forms and Forms Handlers**.
* Experience on Salesforce Marketing Cloud tools: Journey Builder, Email Studio, and Automation Studio, Mobile Studio.
* Having a basic knowledge of AMPScript and SSJS.
* Having a basic knowledge on **SFDC.**
* Extensively worked on Apex Classes, Trigger SFDC development and designing of Custom Object, Fields, Relationships, Validation Rules, Process Builder and Workflows.
* Created Applications, Page Layouts, Record types, Sales Processes and Permission Sets.
* Analyzed and implemented the security model (Object Level, Field Level and Data/Record Level) using Profiles, Roles and Sharing model (Organizational Wide Defaults and Sharing Rules) Settings.
* Hands on experience in **Core Java, Advanced Java, JavaScript, HTML, SQL.**
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| **Objective:** |
|  Aspiring for a challenging career in IT Industry, where I can apply acquired skills and experience, working in a team environment there by growing and contributing to the objectives of the organization. |

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| **Certifications:** |
| * **Salesforce Marketing Cloud Administrator.**
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| **Technical Skills:** |
| CRM: | CRM, Salesforce Marketing Cloud, Sales / Service Cloud. |
| Programming Languages: | Apex, Core Java, AmpScript, SSJS (Basic) |
| Databases | SOQL, Oracle, SQL Developer. |
| Operating Systems: |  Windows 7/8/10. |
| Web: | JavaScript, HTML 5. |
| Tools | Eclipse, JIRA. |

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| **Professional Experience:** |
| **Organization: Eternus Solutions, Pune.** |
| Project Sector:  | Pardot Implementation for Product Based Company  |
| Model: | Agile (Scrum) Methodology |
| Duration: |  December 2020 to Till Date. |
| Role: | **The main responsibilities include:*** Interacting and communicating to understand the business requirement with Marketing, Sales and Other teams.
* Implemented Pardot Business Units.
* Implemented Website Tracking Code to Log Visitor Activity.
* Setup Vanity Tracker Domain (CNAME) for Branded Pardot Hosted Links.
* Add-Ons & Connectors Setup (Facebook, Twitter, LinkedIn)
* Worked on Email Template, Form and Form Handlers
* Integrated Pardot with Salesforce for bi-directional sync and Setup Pardot - Sales Cloud Connector.
* Implemented Automation Rules.
* Worked on Landing page
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| Technologies: | Salesforce Marketing Cloud, Pardot Jira, SQL, HTML. |
| Description: | Client was working for building complex engineering solutions to making branded consumer goods like Home appliances, furniture, locks and security solutions. The Pardot implementation involved creating automations that helped the sales team to nurture leads and connect with business ready leads. |

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| **Organization: Infosys Limited, Pune.** |
| Project Sector:  | **“Automotive Company”** |
| Model: | Agile (Scrum) Methodology |
| Duration: |  November 2018 to Till Date. |
| Role: | **The main responsibilities include:*** Creating complex customizing in Emails, Cloud Pages using AMP Script, SSJS code Automation Studio, Journey Builder.
* Used Ampscript for email template to show dynamic content to end-user and interactive email form.
* Configuration RMM, Sender Profile and Delivery Profile.
* Worked on Cloud pages, Dynamic email template.
* Implemented Preference Centre Management
* Worked Journey Builder
* Created many Data Extension to accommodate custom scenarios.
* Creating the security model (Object level, Field level and Record/Data Level) using proﬁles, Roles and Sharing model (OWDs and Sharing Rules) settings.
* Working on Agile Methodology.
* Used GitHub (bit-bucket) for doing daily check-in and checkout.
* Fixing issues and defects.
* Hands on experience in tool autosys, JIRA etc.
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| Technologies: | Salesforce Marketing Cloud, SFDC, Jira, Confluence, SQL, HTML. |
| Description: | This project is OneCRM platform to manage Account, Leads etc. for various Europe Country in one application.  |
| **Organization: GTL Pvt. Ltd, Pune.** |
| Project Name:  | **Automaton** |
| Duration: |  August 2017 to April 2018 |
| Role: | * Developed UI for Dashboard and Search Ticket module using MVC architecture.
* Implemented UI using Angular 2, HTML5, and CSS3.
* Handling MySQL Database.
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| Technologies: | HTML 5, Angularjs, JavaScript, SQL |
| Description: | It is Ticketing Tool for GTL Telecom Domain.It is project on IOT platform for passive infrastructure of telecomm industry.This project is developed for the NOC department in GTL to manage the tickets and data basis on various operators.In this project we can manage tickets, logging detail, monitoring network, and ticket alarm. And show every information from pan India. |
| **Organization: GTL, Pune.** |
| Project Name:  | **Business Intelligence Portal.** |
| Duration: | March 2017 to July 2017. |
| Role: | * Designed & Developed requirement and analysis.
* Designed GUI (Graphical user interface).
* Developed business logic using java and Hibernate.
* Worked on client requirements changes and maintenance.
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| Technologies: | Core Java, Spring, Hibernate Framework, JavaScript, SQL. |
| Description: | It is Business tool for GTL.This developed for Company’s Manager to manage and generate the reports.This project is developed to view the overall performance of the company. In this project we can view the common platform of company’s performance. |

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| **Education:** |
| **Examination** | **Board/University** | **Percentage** | **Place** |
| Bachelor of Engineering in IT | SRTMU | 65.27% | Nanded |
| Diploma in Computer Engineering. | MSBTE | 64.62% | Beed |
| SSC | Maharashtra State Board | 80.77% | Beed |

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| **Declaration** |

 I hereby declare that the above-mentioned information is true up to best of my knowledge.

 Place: Pune

 Date: (Miss. Amruta Golekar)