SANJANA SINGH

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Profile Summary

4.3 years of experience in application development using **Salesforce Marketing Cloud (SFMC) and Java Technologies.** Exposure to multiple stages of software development lifecycle such as designing, developing, testing and documentation.

Salesforce Certified Marketing Cloud Email Specialist.

Hands on experience in technical skills – **SFMC - Email Studio, Content Builder, Journey Builder**, **Automation Studio, Cloud Page, AMP Script**, **HTML, SQL, Java 8.**

Quick learner and willing to take up new skills and challenges at work. Efficient, articulate and driven to succeed.

Objective

IT professional with hands on experience in Application Development, looking to enhance software development skills using new/improved technological tools/techniques for the development of both self and the organization.

Work Experience

Cognizant Technology Solutions Pvt. Ltd (October 2019 to present)

Nelito Systems Limited (January 2019 – October 2019)

Genpact Headstrong (January 2017 – July 2018)

Techyaan Consultancy Services Pvt. Ltd (June 2016 – December 2016)

Technical Skills & Certifications

Skills	**SFMC - Email Studio, Content Builder, Journey Builder, Automation Studio, Cloud Pages, AMP Script, Java 8**, Spring Boot**,** SQR, Jasper, Web Services (REST, SOAP), SQL
Databases	MySQL
Scripting Languages	JavaScript, CSS
Web Languages	HTML, JSP
Tools/IDE	JIRA, SVN, Eclipse, Accurev
Certifications	Salesforce Certified Marketing Cloud Email Specialist

Project Experience

Project # 1

Client	Mylan (Pharmaceutical company)
Duration	Jan 2020 till date
Technical Skill Involved	SFMC, Email Studio, Journey Builder, Automation Studio, AMP Script, HTML, CSS, SQL

Project Overview

Mylan, a pharmaceutical company after its merger with Pfizer announced a new company Viatris. The project involved creation of new marketing email campaigns for Viatris, which would be triggered to current customer's/patients and to new users who will be registering for the first time. Several Automations, Journeys and Email Templates were designed and integrated in Salesforce Marketing Cloud to meet the client requirements.

Roles & Responsibilities

- Created Data Extensions to accommodate custom scenarios. Configured and designed journey's using journey builder.
- Integration by using the salesforce marketing cloud connector to connect to salesforce Orgs (MC Connector).
- Created Business units and maintained them under the same sandbox.
- Designed responsive Email Templates and Cloud Pages for different email campaigns, using HTML and CSS in Email Studio.
- Used AMP Script in email templates to fetch data from Data Extensions.
- Automated the import from FTP, extract and Query activity using Automation Studio. Used Dynamic content for subject lines.
- Used Publish component in Social Studio for publishing and scheduling the content in Facebook, Instagram.
- Tracking email sent and received by recipients.
- Used the sandbox for testing.
- Used Litmus tool for testing different emails on different devices and operating systems Resolved rendering issues related on mobile devices.
- Extensive understanding of email best practices and CAN-SPAM laws.
- User Acceptance Training and Documentation.
- Go Live Support

Project # 2

Client	Starwood Hotels & Resorts (Marriott)
Duration	2 months
Technical Skill Involved	SQR (Structured Query Report), JASPER, Informix, MySQL, JavaScript, HTML, Java 8, CSS

Project Overview

Starwood Hotels & Resorts (Marriott) specific reports are retrieved by Hotel Agents and Customer representatives. Users enter Hotel reference numbers, report dates in an application named LightSpeed which provides report in PDF/Excel/PPT format which gives the user hotel revenue, guest number, hotel rates, free rooms, guest details based on the input criteria These reports application was developed by

SQR which had the ability to provide the report in user readability format like PDF/Excel/PPT. As part of migration activity this is being implemented by use of technologies Java 8 and Jasper without changing business functionalities.

Roles & Responsibilities

- Hands on experience in source codebase migration from SQR (Structured Query Report) to JASPER by using technologies like Java 8, JavaScript, HTML and CSS.
- Optimize database queries used in report generation to resolve performance issues.
- Design the reports using JASPER and generate required output in PDF, Excel, Word, PPT formats.
- Unit testing and Bug Fixing based on JIRA.

Project # 3

Client	Leading general insurance company owned by Government of India
Duration	7 months
Technical Skill Involved	Java 8, Spring MVC, Hibernate, Web Services, HTTPS, MySQL, JavaScript, HTML, CSS.

Project Overview

The leading general insurance company owned by Government of India, maintains a website to provide services to customers with insurance of various sectors like Health, Road & Safety, Shipping, Transportation etc.
The website contained components like Login authentication and authorization, Dashboards, Search, and Creation of new Policies, Renewal of Policies, and Payment Gateway etc.

Roles & Responsibilities

- Hands on experience in application development and minor enhancements using Java 8, Spring MVC, Hibernate, Web Services.
- Source codebase migration from Java v1.4 to Java 8.
- Enable HTTPS in payment page and import SSL certificate in key store.
- Design the claim intimation workflow to provide creation/approval/rejection of claim by different users based on their assigned roles (admin or standard user).
- Design a user dashboard using Java, JSP and SQL to provide details of claim intimation status.
- Use of multithreading concepts to make asynchronous calls from client application to server.
- Code repository management using Tortoise SVN.
- Documentation - DDR (Detailed Design Review), Impact Analysis.
- Unit Testing.

Project # 4

Client	CISCO
Duration	1 Years 6 months
Technical Skill Involved	MySQL, Groovy and grails JavaScript, HTML, CSS

Project Overview

BSRD (Bug Security Review Dashboard) was design using Groovy and Grails and used by support team. In this dashboard it has components like priority-based bug list, comments, name of review and fixed bug.

Roles & Responsibilities

- Hands on experience in SSL implementation of web application.
- Enhancement of user interface using JavaScript and HTML.
- Application development and maintenance using Groovy and Grails.
- Documentation of workflows on Wiki.

Education

Degree	College/University	Year of Passing	Marks
B.Tech in Computer Science Engineering	Anil Neerukonda Institute of Technology and Science, Visakhapatnam	2016	8.21 CGPA
12th	Sri Prakash Junior College, Visakhapatnam	2012	85.1%
10th	Kendriya Vidyalaya No. 2 Nausenabagh, Visakhapatnam	2010	7.80 CGPA

Additional Information

Languages Known	English, Hindi
Date of Birth	03rd January 1995
Permanent Address	Ganga Jamuna Saraswati Apartments, Flat No. 3F, 151, Raja Rajendra Lal Mitra Road, Kolkata –700010.

Declaration

I, Sanjana Singh, hereby declare that all the details furnished above are true to the best of my knowledge.

Date: April 16, 2021   Sanjana Singh