

# Shiv Shankar Gupta

11 years of experience in SFMC & IT Company

## SKILLS

- SFMC
- Amp Script
- SSJS
- Automation
- Journey Builder
- Custom Journey
- Email Build.
- SQL Query
- Mobile Push.
- E Commerce
- Abandon Cart
- Eloqua Tool
- Bazar Voice Tool
- E-Comm Platform
- JavaScript
- Jquery
- REST and SOAP
- AJAX
- HTML and CSS
- PHP
- Jira & Sales force

## EXPERIENCE

### Zensar India Pvt Ltd, Pune

Team Lead & Developer

Oct 2018- Till Date

Zensar is a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their Digital environment.

**Work Area:** Salesforce Marketing Cloud, Communicated with clients and delivered project on time with solution architecture

- Developed and maintained system technical architectures based on business needs
- End to end understanding for SFMC Platform and API's
- Understanding of SFMC API's (SOAP & REST) and serve as a subject matter expert
- Implemented E-Comm Application with SFMC.
- Conduct code reviews and QA reviews of architecture framework.
- Maintained technical documentations, architecture specifications, and testing reports
- Provide technical guidance to development and testing teams.

### Appshark Software Pvt Ltd, Hyderabad

Senior Software Engineer

May 2018 - Oct 2018

**Appshark** is a seasoned Salesforce consulting and custom development company. My role was to coordinate with clients and team, requirement gathering and assure to deliver projects on time.

**Work Area:** Salesforce Marketing Cloud, Eloqua, Salesforce integration

- Worked as Technical architect & designing complex solution around SFMC, Sales Cloud, Service Cloud integration
- Experience in Automation Studio, Journey Builder
- Design drip campaigns, Product launch campaigns
- Design and implement innovative lead generation programs that included product marketing, social media, advertising
- Experience in JavaScript, Amp Script, API
- Configuration experience with email & web recommendations.
- Communicated with clients on project proposal
- Migrated one cloud to SFMC Architecture.
- Fully worked on Amp script programming language.
- Build on Custom journey activity with SMS Activity
- Integrated with Github application and Heroku application

**SALESFORCE  
CERTIFIED**

Marketing Cloud  
Email Specialist

## EDUCATION

### MCA

Guru Gobind Singh  
Indraprastha University, Delhi

Year: 2011

### BCA

IGNOU, Delhi

Year: 2005

### 12th ( Math Science)

BIECB, Patna

Year :2000

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## CONTACT



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## Personal Details

**Date of Birth:** 03-Jan-1984

**Father's Name:** Shrawan  
Parsed Gupta.

**Marital Status:** Married.

## Theorem India Pvt Ltd, Mysore

Senior Software Engineer

Oct 2015 - Apr 2018

Theorem has been a good partner to Crain Communications, assisting with email marketing campaigns and automations. They are in the day to day with us, doing campaign execution. My role was to develop projects module, Migrated project from client side and coordination with clients.

### Work Area: Salesforce Marketing Cloud

- Experience in Salesforce Audience builder, Automation Studio, Journey Builder
- Design Template based email and Scratch campaigns
- Design landing pages using web studio
- Design and implement innovative lead generation programs that included product marketing, social media, advertising
- Experience in JavaScript, Amp Script, API.

## Technoinfoware India, Bangalore

Web Developer

Feb 2014 - Oct 2015

Technoinfoware India Pvt. Ltd. (TIPL) is a next generation mobile software products company serving large multinationals. My role was to develop web site and application types of project coordination with clients.

### Work Area: PHP Cake PHP, Dynamic Website development. Codeigniter.

#### PHP Experience

- Experience in Web projects and Application projects.
- Developed web types of projects in HTML, CSS, JavaScript, JQuery and MySQL
- Handling the client projects with proper testing.

#### Salesforce Marketing Cloud.

- Learning application and Email built in Salesforce Marketing cloud.
- Worked on template based email and content builder.

## A R Bharti Soft-land Pvt Ltd, Noida

July 2012 – Jan 2014

A R Bharti Soft land is a service based company as well as developed some own products. I joined there as Senior Software Developer and Team Lead at the time of relieving. My role was to develop products and handle the team and coordination with clients.

### Work Area: Cake PHP, PHP, HTML, JQuery, MySQL

#### Project Details:

- Build Travel industry project
- Itinerary choose package.
- Supporting Government Tour & Travels package.
- Travel Website, Itinerary Created and collected query of travel clients
- Worked on Application types of project.

## **Job Responsibilities in Digital Media Marketing.**

- I am skilled at managing priorities, and have an excellent ability to work under pressure and follow up multiple files.
- My splendid IT skills and experience are evident from my enclosed resume. It will be an honor for me to work for your prestigious Organization utilizing my requisite IT Background
- Configuring required Data Extensions, E-Mails, Contents and other activities (Microsites, User-Initiated mails, Triggered E-Mails, Automation and Journey Builder).
- Creating Automations under Automation Dashboard with in SFMC tool.
- Creating Contact attributes and Journeys using Contact Builder & Journey Builder Dashboards.
- Creating Journey Builder in Building Journeys & Automations in Automation Studio.
- Conform to delivery checklist, debugging, Testing and Documentation.
- Using of DE Manager in Microsites.
- Creating cloud pages in place of microsites and building application.
- Database design, module level Coding and review with team lead.
- Conform to delivery checklist, debugging, Testing and Documentation.
- Site Admin including Content management
- Backup for Team Lead, Used to generate daily reports and weekly reports.
- Attend client calls on daily basis regarding project discussion.
- Email communication.
- Received appreciations from client.

**(Shiv Shankar Gupta)**



