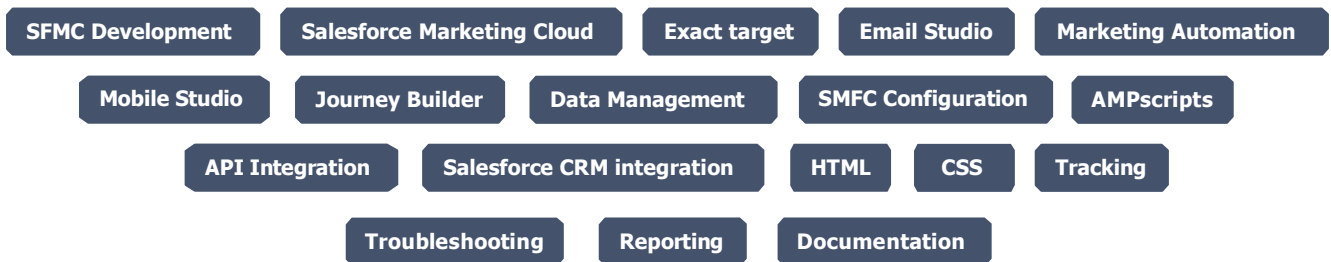


## SUMMARY

12+ years experienced IT professional including 4.5 years of dedicated expertise in Salesforce Marketing Cloud developer with a prolific track record in software development and marketing management. Highly skilled in identifying and fulfilling client requirements within the frame work of organizational work processes. Adept at business development, troubleshooting, and managing data while providing customer support. Proficient in administering tools and technologies which are being used in the development of Salesforce Marketing Cloud.

## KEY SKILLS



## TECHNICAL SKILLS

- AMPScripts •Salesforce Marketing Cloud (Exact Target) • Marketing Automation • Integration • HTML •CSS
- Salesforce Admin •Journey Builder •Unix •SQL

## ANALYTICAL SKILLS

- Problem Solving •Root Cause Analysis •Analytical Thinking •Team Management •Team Building

## PROFESSIONAL EXPERIENCE

### MAERSK

December'22–

#### Marketing Automation Specialist

PresentBangalore,HR

- Gathering required documents and stakeholder's requirements.
- Developing and executing email campaigns using Salesforce Exact target.
- Configuring Customer Journeys in Salesforce Journey Builder.
- Creating personalized forms and implementing Ampscript personalization in SFMC.
- Deploying various types of emails with different testing criteria such as subject line, pre-header and 10/10/80 subject line testing, 50:50 subject line testing.
- Segmenting data using SQL queries and Geo-Targeting.
- Executing dynamic and personalized campaigns.
- Updating HTML creatives to comply with CAN-SPAM law.
- Conducting rendering tests using Preview and Test SFMC tool.
- Performing email quality assurance including Link checks, Landing page accuracy and Alt-tags.
- Providing campaign performance reports/analytics to stakeholders.
- Attending regular stand-up meetings and stakeholder calls.

### Salesforce Marketing Cloud Developer

#### Tata Consultancy Services

Nov'19–Nov'22

##### Project1: Westpac Banking

Kolkata, HR

- Works in coordination with **business units** to understand platform requirements and advise on how requirements can best be accomplished.

- Create and maintain **API** and data integration processes between Salesforce and other services.
- Utilizing the personalization string and **AMPscript** while configuring email templates and emails in the Content Builder tool  
Designing the emails using **dynamic Content** & testing the **customer journey** as per the client requirements
- Developing and maintaining responsive layout templates, personalized emails templates.
- Including **custom user preference** and subscription center using extensive AMPscript
- **Automating marketing** with Journey Builder Configuring Content Builder, Data Management, testing, sending & analytics, and audience segmentation
- Initiating the Salesforce Marketing Cloud automation using various activities as per the client requirements
- Managing the data extensions
- Execute all basic administrative functions including user **account maintenance, reports and dashboards**, workflows and other routine tasks.
- Monitors performance and maintains the Marketing Cloud system according to business requirements.
- Heading integration of different sources with Salesforce Marketing Cloud, triggering email send and transactional email Send
- **Troubleshoots** issues and outages with Marketing Cloud or systems that connect to Marketing Cloud.

### Operation Lead-

May'17–Oct'19

### Tata Consultancy Services

Kolkata,HR

#### Project: Bank of America

- Expertise in handling **healthcare operations** and implementing strategies to enhance business volumes while analyzing & assessing revenue potential in new business opportunities; **excellent planner** with proven abilities in streamlining SOPs for flawless working.
- Experienced in **handling** Operations teams of **25-30 resources** across processes in healthcare.
- Abilities in coordinating with internal/external customers for running successful business operations and experience of implementing procedures and service standards for **business excellence**.
- **Good Analytical, Logical & Communication** skills with a progressive record of successful delivery of large scale or complex products and services.
- Sufficient **experience in managing** entire process operations with aim to accomplish corporate plans & goals successfully.
- Demonstrated follow-up, coaching and conflict **resolution skills** required highly effective in coaching within a Relationship care framework.

### Quality Analyst-

Jun'14–Apr'17

### Tata Consultancy Services

Kolkata,HR

#### Project: Bank of America

- Ensure ongoing compliance with **quality** and industry **regulatory** requirements.
- Investigate customer **complaints** and product issues.
- As a quality analyst my key responsibilities are **Errorless transactions**, given proper feedback to team, ensure everyone follow the process guidelines.
- Conducting One on One meetings with Team members for **coaching, grooming** and feedback on performance.
- Creating a culture of innovation by allowing Team to **idea to initiate** and ensure process improvements.
- Develop and **execute quality** plans to ensure that all objectives are met.

### System Associate-

Nov'11–May'14

### Tata Consultancy Services

Kolkata,HR

#### Project: Bank of America

- To ensure accurate, timely and **error free** processing.
- **Handling** insurance debit card claims

- Recommend, **implement**, and monitor **preventative** and corrective actions to ensure that quality assurance standards are achieved.
- Deliver high quality and timely resolutions to problems.
- Provide exceptional customer support while communicating and assisting customers. Ensure that high quality standards are maintained for all customer interactions and issue resolutions.
- Performed other duties and responsibilities as necessary.

## **CERTIFICATIONS**

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- Salesforce Marketing Cloud Email Specialist
- Salesforce Associate
- Certified in **Lean Six Sigma** Green Belt by TCS learning program
- Certified in **Agile methodology** (Internal)
- Certified in **ITIL 2011** Foundation (Internal)
- Certificate in **Health care** and Life sciences.
- Certified in **Salesforce Administration** (ION Platform)

## **QUALIFICATION**

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### **Bachelor in Commerce**

CalcuttaUniversity | July'2008–June'2011

### **Academics**

12th|WBBSEBoard|2008

10th|WBBSEBoard|2006