

ANVITA

Marketing Cloud Consultant

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PROFESSIONAL PROFILE:

Information technology professional with total 5 years of experience and 2 years of experience in Salesforce Marketing cloud. Worked on Salesforce marketing cloud studios including Email Studio, Automation Studio, Mobile Studio, Web Studio and Journey builder.

- Having good hands-on experience on Journey Builder and Content Builder.
- Strong experience in creating Dynamic content and AMP scripts.
- Having good experience in Marketing cloud query activity creation.
- Well acquainted with email tracking, A/B testing and reports.

KEY SKILLS:

- Journey Builder Automation
- CRM Domain Integration
- Marketing Cloud Connector
- A/B Testing

ACADEMIC DETAILS:

Degree	Year	Percentage (%)	Institute/ University
B.Sc (APS with Computer Science)	2012-15	83%	Miranda House, University of Delhi
12th	2012	87%	Ghaziabad Public School, Ghaziabad
10th	2010	9.4 CGPA	Ghaziabad Public School, Ghaziabad

PROJECT DESCRIPTION:

Project 1:			
Company	CSG Systems International	Duration	July 2019 – Present
Domain	Telecom	Role	Salesforce Marketing Cloud Developer
Project	Tele2 Penny (Sweden)		
Responsibility	<ul style="list-style-type: none">• Setup an email campaigns in email Studio based on the client requirements.• Created different Data extensions and associated them to different campaigns.• Creation of Email Template, Dynamic Content Area and Personalization in the emails using personalization strings and AMPScript.• Involved in sending email alerts for promotions and offers from the organization.• Responsible for the development and execution of email sends, ensuring all links, images, personalization, and subject lines are correct.• Track deliverability and click/open rates in relation to the number of subscribers in the database.• Writing AMPScript for Cloud Pages for Storing & Retrieving the Information.• Creation & execution of Journeys in SFMC based on Client's Requirement.• Configuring and Building appropriate marketing automations using marketing automation tools.• Performed various operations on data extension like upsert, insert, lookup functions using AMPscript.• Worked on FileZilla for Export and Import data files from clients.• Collaborate with cross-functional team members (e.g. marketing managers, solutions SMEs, creative team, and writers) to build and QA email campaigns.		

Project 2:			
Company	Accenture Solutions Pvt. Ltd.	Duration	Apr 2016 - Jan 2019
Domain	Health and Public Services	Role	Automation Tester
Project	MHRA (UK)		
Responsibility	<ul style="list-style-type: none">• Used Selenium to create automation scripts for Regression testing.• Performed extensive regression and performance testing on upgraded system which was migrated from Azure to Appian cloud.• Developed and executed scripts for performance and load testing using Jmeter.		