

KRANTI PRASHANT KADU

Pune, 411038 | 8975550042 | Krantisawant035@gmail.com



PROFESSIONAL SUMMARY

A skilled and certified Salesforce Marketing Cloud Email Specialist with a proven track record of delivering successful email marketing campaigns. Seeking a challenging position where I can leverage my expertise to drive engagement, improve deliverability, and achieve measurable results.

EXPERIENCE

05/2021 to Till Date

Senior Analyst (Salesforce Marketing Cloud Email Specialist – Email Marketing)
eClerx Services Ltd - Pune, India

- Hands-On Expertise in Salesforce Marketing Cloud Apps: Email Studio, Contact Builder, Content Builder, Journey Builder, Automation Studio
- Prepared and executed weekly, monthly campaigns using Salesforce marketing Cloud (SFMC) for clients
- Email Creation - I am well versed in content creation, prepared, and executed promotional campaigns for clients
- End to end deployment and monitoring the Triggered sends on the client's profile, is also part of my work expertise
- To create and manage email campaign including email coding and configuration, evaluating existing creative, targeting, data monitoring, scheduling, and deployment
- Using AmpScript for personalization of email, calling content areas and making emails dynamic
- Worked on all aspects of SFMC including creation of Data extensions and Journey
- Designed and developed interactive Cloud Pages within Salesforce Marketing Cloud
- Executed and delivered timely email marketing campaigns including Batch campaigns
- Develops and maintain favorable relationships with clients, ensuring that client's needs and goals are consistently met

02/2021 to 05/2021

Senior Process Executive (Salesforce Marketing Cloud Email Specialist – Email Marketing)

Cognizant Technologies Pvt Ltd - Pune, India

Help clients in aspect of Salesforce Marketing cloud starting from account set up to sending emails, setting up permissions and running automations:

- Creating Automations, Journeys, Content builder, Schedule emails, Create data extensions, List
- Well versed with Testing Tools like A/B testing, content Detective, List detective
- Discuss Email best practices for building emails, sending emails and tracking the data with Client
- Help in sending SMS via Mobile Connect or Journey

09/2017 to 01/2021

Senior Process Executive

Cognizant Technologies Pvt Ltd. - Pune, India

- Manipulating, cleansing & processing data using Excel
- Data auditing, creating data reports & monitoring all data for accuracy
- Analyzing raw data, drawing conclusions & developing recommendations
- Supplying qualitative and quantitative data to colleagues & clients
- Performing additional Analysis for the process improvement opportunities
- Tracking & maintaining the data for defect found while execution
- Managing transaction monitoring and overall quality reports for the processes
- Managing process SLA's and outstanding volume
- Managing escalation emails for the process
- Process transition: Creating updated SOP's and getting those signed off from clients

04/2016 to 08/2017

Process Executive

Infosys BPO Pvt Ltd

- Working for US client "BRIT Insurance" under "Underwriting Technical Support" process
- Working on Personal Lines Insurance such as Property, Home, and Auto etc
- Working on Policy Issuance such as Auto and Umbrella
- Working on Commercial Lines Insurance such as Workers Compensation, Inland Marine, Auto, BOP, Umbrella, Excess, etc.

TECHNICAL SKILLS

- | | |
|---|--|
| • Salesforce Marketing Cloud application | • Certification Courses:C#.NET, ASP.NET, PHP, SQL |
| • Email Studio, Contact Builder, Content Builder Journey Builder, Automation Studio | • MS-Office (Word, PowerPoint, Excel, Outlook, access) |
| • AMPscript | • Data Management (Data Analysis, Data Quality Assessment, Data Visualization) |
| • HTML, CSS | |

EDUCATION

2015

Bachelor of Science: computer science

Maharashtra College of science Kothrud, Affiliated - Pune, MH

- Graduate

ACHIEVEMENTS

- Two times Awarded as "Star Performer Of The Quarter" in eClerx Services Ltd.
- Awarded as "Performer of The Month" at Cognizant Technologies Pvt Ltd for four times
- Awarded as "Performer of the quarter" at Cognizant Technologies Pvt Ltd consistently for 2 quarter
- Three times awarded as "Rising Star" at Infosys BPO Pvt Ltd
- Awarded with Spot Reward for excellent performance at Program Level as well as help to team in bulk situation Infosys BPO Pvt Ltd
- Rewarded with one of the Critical Resource in the process