Chitranshi Saxena

Technical Support Engineer at Salesforce India Pvt. Ltd.

Experienced in Salesforce Marketing Cloud (SFMC), Sales Cloud, Field Service Lightning, Heroku and Node js. I have been the part of Requirement Gathering, Analysis, Design, Development, Implementation, Providing support to global customers and assisting in Enhancement of projects in Marketing Cloud as well as in SFDC.

Professional Experience

» **Almost 5 years of experience in Salesforce Marketing Cloud**

» **Currently working as Technical Support Engineer - Marketing Cloud at Salesforce India Pvt. Ltd.**

» **Worked as Software Engineer at Kloudrac Software Pvt Ltd.**

» **Trailhead Profile link: https://trailblazer.me/id/csaxena8**

» **Linkedin Profile link: https://www.linkedin.com/in/chitranshi saxena-638932128/**

Technologies Expertise

» **Marketing Cloud:** Marketing Cloud connector, Import Activity, Data Extensions, Synchronized Data Extension, filtered Data Extension, List, Group, Ampscript ,Roles and Permissions, Admin Email Studio, Triggered Sends, Rest API's, Mobile Studio, Journey Builder, Cloud Pages, Web Collect Form, Contact Builder, Data Designer, Personalization Builder, Einstein recommendation, A/B Testing, Content Builder, Automation studio and hands on withall Automation studio activities, Track and Reports.

» **Sales Cloud Configuration** - Profiles, Roles, Permission Set, Page Layout, Record Type, Validation Rule, Object Relationship, Approval Process, Sharing Rules, Workflows, Process Builder

» **Customization** – Data Loader,Workbench

» **Exposure to Technologies:** Apex,Heroku

» **Languages:** C, C++, Java Basics, Nodejs

» **Front End:** Visualforce, HTML, CSS, JavaScript

» **Back End:** SQL ,My SQL, PostgresSQL

» **Framework** :Ejs

Designed and developed Apex Triggers for various functional needs in the application, TestClasses, Deployment using change set and manage package in Sales cloud and through git hub in Heroku.

Some of Important Projects

Project:LATAM

Role: Marketing Cloud Consultant

Description:

LATAM is a Salesforce CRM to manage B2B and B2C services which run in five countries (Spain, Italy, Peru, Colombia, Chile) and manages the energy utilities of Enel for five countries based on the electricity usage by the customer.

Responsibilities:

» Understanding existing implementation & Supporting for all new changes & upgrades

» Providing support based on the issues generated based on marketing cloud and syncing issue with Salesforce sales cloud

» Connect sales cloud to market cloud and sync data between them

» Creating templates, journeys, automation, subscibers

» Manage the smooth flow of the system

» Response to all the issues and queries raised by customer.

» Manage customer on boarding and opt out for the services

» Reporting on Marketing Cloud.

Project Compliance Amend (Banglore)

Role: Marketing Cloud Specialist

Description: Compliance Amend strive as pioneers in conducting GRC and Enhancement programs for all Industries globally. It have a panel of over 200 speakers with expertise of 15 years and more in their respective domain.

Responsibilities:

- Set up new and fresh marketing cloudorg.
- Created Data extension and import subscriber through FTP andimportwizard
- Do IPwarming
- Create templates, journeys,automations
- RunCampaign
- Provide Training to use marketing cloudtool.

Project: SB Contractors (Banglore)

Role: Marketing Cloud Specialist

Responsibilities:

- Set up new and fresh marketing cloud org.
- Created Data extension and import subscriber through FTP andimportwizard
- Do IPwarming
- Create templates, journeys,automations
- RunCampaign
- Provide Training to use marketing cloudtool.

Project: Technity Solutions (Ahemdabad, Gujrat)

Role: Marketing Cloud Specialist

Responsibilities:

- Set up new and fresh marketing cloudorg.
- Created Data extension and import subscriber through FTP andimportwizard
- Do IPwarming
- Create templates, journeys,automations
- Provide features to link and chat on what's up for the employee who is interested to take the services for any product of company
- Run Campaign for 3month

Project: XCustomer

Role: Salesforce Developer and Marketing Cloud Consultant

Description: XCustomer is a Salesforce CRM to manage B2B and B2C Services of Enel (Italy & Spain) which includes electronic and electric services in Residential, Commercial and E-Mobility. It is designed using Salesforce Field Service Lightning functionalities with integrations with Zuora, Bit2Win Catalogue System, Fujitsu Glovia Warehouse system, and Marketing Cloud.

Responsibilities:

- Understanding existing implementation & Supporting for all new changes &upgrades
- Provided support on both Marketing and Sales Cloud side based on the issuesgenerated.
- Created Data extension and import subscriber through FTP andimportwizard
- Create templates, journeys,automations
- Manage permissions, profiles, roles, automatios, flows on both sales and marketingcloud
- Debug Code based on the issue generated on salescloud
- Fixed the code

Project: Learning Link Foundation (Delhi)

Role: Node js Developer

Description: Learning Links Foundation is a non-profit organisation dedicated to enriching lives through learning which was established in 2002. It meticulously monitor their programs and ensure that funds are spent efficiently.

Responsibilities:

- Understanding existing implementation & Supporting for all new changes &upgrades
- Develop replica of Salesforce sales cloud to node js basedsystem
- Use Node js, EJS, Postgres, HTML, CSS, Java Script for developingthesystem
- Sync CRM data through onHeroku
- Use nodemailer, cloudinary other third party services whiledeveloping
- Deploy on Heroku platform via github
- Provided support for different phases ofproject

Education Qualifications :

Masters in Computer Application (2017-2020) from Aligarh Muslim University Aligarh, U.P.

Class	Board	Passing Year	Marks	Grade
MCA	AMU	2020	84.3	First Class
B.Sc. (Computer Science)	Agra University Agra	2017	62.4	First Class
Intermediate	Allahabad	2014	83.4	First Class

Certifications :

» Salesforce Marketing Cloud Consultant
» Salesforce Certified Admin
» Salesforce Certified Marketing Cloud Email Specialist
» Salesforce AI Associate
» Salesforce Marketing Associate
» Salesforce Marketing Cloud Developer
» Salesforce Associate
» Marketing Cloud Administrator
» Splunk Fundamentals
» CCC from NIELIT

Achievements

» Employee of theQuarter

» Employee of theWeek

» Got Rank first in University Merit scholarship for Central University AMU and has been awarded for 3 yrs with scholarship.

Personal Details

» Name   -   ChitranshiSaxena

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» Present Address-   -   Aligarh

» Marital Status   -   Married

» Languages   -   Hindi,English

» Nationality   -   Indian

» Hobbies   -   Singing, Dancing, Cooking, Travelling, Explore newthings.