



marketing cloud

Start engaging with your consumers
through one unified platform.



Name	Total Experience	Relevant Experience	Email address	Phone no.
Gaurav Kharche	1.9 Years	1.9 Years	gkharche007@gmail.com	8788286998

Summary:

- Excellent understanding with different Marketing Cloud concepts such as Email Studio, Campaigns, Content Builder, Contact Builder, Journey Builder, Trigger Send.
- Experience in creating and maintaining automations, data extensions, campaigns, journey builder, list, emails.
- Experience in using personalization strings, AMP script in email contents.
- Knowledge of Email Sends, Trigger Sends Automation, Setup of Landing Pages, Smart Capture.
- Basic knowledge on SQL
- Good experience in Website Development.
- Having Good knowledge on Web Development using HTML, CSS, Bootstrap V4, JS.

CORE COMPETENCIES:

Email Studio, Automation Studio, Dynamic Contents, Campaigns, SQL, AMP script, Journey Builder, Content Builder, Contact Builder, Data Extensions & Lists, Mobile Studio.

Skill Set Details:

Salesforce : Email Marketing Cloud Specialist(SFMC) Website

Development : Knowledge of HTML, CSS, BootstrapV4, JS

ORGANISATIONAL EXPERIENCE:

Novitu Soft Labs, Pune: - Sept '19 –Present

Designation : Software Engineer

Profile : Marketing cloud Developer

Environment : Salesforce Marketing Cloud,



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Project 1:

Description: Developed Journey and Automation for Education Project.

Roles:

- Creating Campaigns, Data Extensions, email contents using dynamic content block, HTMLbock, and image block.
- Implement marketing automation campaigns using salesforce marketing cloud tool by identifying segments, emails, landing pages and creating a journey using a journey builder.
- Creating interactive emails and cloud pages using Personalization string and AMP script according to client requirements.
- Worked on various AMP script functions.
- Creating Outbound, Response and Mobile Opt-In Message using Mobile Studio.
- Creating Message SMS in content builder.
- Perform A/B testing, monitor campaign performance.
- Tracking email send and generating reports.
- Mapping and loading data into Salesforce Marketing Cloud.
- Designing and developing relational data through Data Extensions.
- Creating Segments using SQL queries.
- Automation failure troubleshooting.

Project 2:

Title: Educational Enterprise Resource Planning

Description:

NoviEdu software is a cloud-based Educational ERP software solution is to streamline and manage student information efficiently along with automating processes for the Stakeholders, it helps students, teachers, parents and the educational institute administrative staff to use institute data in a more organized and structured manner. Payment Gateway integration for handling admission and tuition fee of students of all the colleges.

Roles:

- Prototyping, coding, testing and analyzing Responsive Web front-end application software
- Developing and maintaining web and front ends for various browsers and devices
- Working with Business Analysts and Project Managers to develop proof of concepts and prototypes.

Languages: HTML, CSS, BOOTSTRAP V4, JS, SQL



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ACADEMIC DETAILS:

Degree	School/College	Board/University	Passing Year	Percentage
B.S.C	R.L.T Science College, Akola	SGBA University	2018	62.34%
H.S.C.	SN & UK Science College, Akola	MSBTE	2011	71.36%
S.S.C.	Jyoti Janlokar Vidyalaya, Akola	Amravati board	2009	77.79%

PERSONAL DETAILS:

Name : Gaurav Kharche
Gender : Male
Nationality : Indian
D.O.B. : 19/09/1993
Permanent Address : Plot no 24, Kapila Nagar, Gaurakshan Road, Akola - 444001
Languages Known : English, Hindi, Marathi

DECLARATION:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned information.

Place: Pune