Shubham Shinde

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Professional Summary:

- ➢ Salesforce Admin And Marketing Cloud Developer with 3+ years of experience in Salesforce Configuration, Development, and Marketing Automation.
- ➢ Designed and implemented A/B testing campaigns using SFMC's Content Builder to optimize email subject lines, content layouts.
- ➢ Successfully managed IP warming strategy to gradually increase email volume and establish a positive sender reputation with ISPs, resulting in improved deliverability rates.
- ➢ Experienced in implementing security controls and maintaining data integrity within Salesforce, including role hierarchy, profiles, permission sets, and sharing rules.
- ➢ Skilled in Salesforce Marketing cloud Platform like Email studio, Journey builder, Automation Studio and Analytics builder.
- ➢ Hands-On experience in marketing Scripting languages like SSJS, AmpScript, SQL to enhance personalized email marketing campaigns.
- ➢ Expert in data management, integration, and automation for enhanced customer engagement through Marketing Cloud tools.

Technical skills:

- • **Salesforce Marketing Cloud**: Email Studio, Mobile Studio,Social Studio, Interaction Studio, Advertising Studio, Journey Builder, Automation Studio, Audience Builder,Contact Builder, Content Builder,SQL , AMPScript.
- • **Salesforce Platforms**: Sales Cloud, Service Cloud, Marketing Cloud.
- • **Salesforce Configuration & Customization:** Proficient in user management, security settings, data management, and customizing Salesforce to meet business needs. Skilled in creating reports, dashboards, and workflows, APEX, Trigger, LWC.
- • **Email Marketing**: Campaign Strategy, A/B Testing, Personalization, Deliverability Optimization.
- • **Data Management**: Data Extensions, Lists, Data Integration.

Work Experience:

        Organization   : TechAim Information System Pvt Ltd, Pune.
        Designation   : Salesforce Marketing Cloud Specialist.
        Duration   : April 2024 — August 2024.

Project:

Project Name : Multinational Retailer Products

Role: Salesforce Marketing Cloud Specialist.

Roles and Responsibilities:

- ➢ Interacted with business users for analysis, requirements gathering and development.
- ➢ Perform analysis of technical and business requirements.
- ➢ Developed and implemented customer journeys using Journey Builder.
- ➢ Automated personalized communications based on customer behaviors and interactions.
- ➢ Integrated customer data from Sales Cloud to ensure accurate and personalized communication.
- ➢ Use Journey Builder to map out and automate customer journeys.
- ➢ Ensure each journey delivers personalized messages based on customer behaviors and interactions.

Work Experience:

Organization : Nippon Data System.
Designation : Salesforce Marketing Cloud Specialist
Duration : MARCH 2023 — MARCH 2024.

Project:

Project Name : Keysight Technology
Role **:** Salesforce Marketing Cloud Specialist.

Roles and Responsibilities:

- ➢ Selected a data extension as the entry source to target specific segments of customers.
- ➢ Integrated customer data from Sales Cloud to ensure accurate and personalized communication.
- ➢ Developed and sent Email to customers, providing timely updates and promotional offers.
- ➢ Used dynamic content to personalize SMS messages based on customer preferences and behaviors. Implemented wait activities to control the timing between messages, ensuring optimal engagement without overwhelming customers
- ➢ Utilized decision splits to create personalized customer paths based on their interactions with SMS links..
- ➢ Perform analysis of technical and business requirements.
- ➢ Developed and implemented customer journeys using Journey Builder.
- ➢ Automated personalized communications based on customer behaviors and interactions.
- ➢ Integrated customer data from Sales Cloud to ensure accurate and personalized communication.
- ➢ Use Journey Builder to map out and automate customer journeys.
- ➢ Ensure each journey delivers personalized messages based on customer behaviors and interactions.

Work Experience:

Organization : Mphatek System Pvt Ltd, Pune.
Designation : Salesforce Administration/Developer.
Duration : MARCH 2021 — JANUARY 2023.

Project:

Project Name : Integrated HTS
Application.

Project Name : B2C RE IMAGINE

Client   **:** Bajaj Finserv
Role   **:** Salesforce Administration.

Roles and Responsibilities:

- ➤ Interacted with business users for analysis, requirements gathering and development.
- ➤ Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of Salesforce.com.
- ➤ Maintained the Salesforce platform by monitoring support ticket, User issue and employee workflow.
- ➤ Performed QA testing after Critical Updates to transition customer data smoothly to retain performance and usability of Salesforce.
- ➤ Created and maintained user profile, workflows,report and dashboard.
- ➤ Ensured Data integrity through appropriate use of de-duping ,loading and exporting tools for bulk data using Data loader ,Import Wizard.
- ➤ Managed ongoing support requests and administrative needs of users.
- ➤ played the role of Salesforce developer and support including incident management, user management, security management ,Salesforce configuration lightning**.**

Personal Details:

Date of Birth   **:** 07th Dec1996.
Gender   **:** Male.
Marital Status   **:** Single.
Languages Known   **:** English, Marathi, Hindi.

Declaration:

I do hereby declare that all the information given above is true to the best of my knowledge and belief.

Shubham Shinde
Date: **Name**