

SUNNY GUPTA

Sunnythegupta7@gmail.com

+91-9034437228

Senior Consultant- HCL Technologies

4x Salesforce certified on Marketing Cloud



Highlights:

- **Salesforce certified marketing cloud email specialist.**
- **Salesforce certified marketing cloud consultant.**
- **Salesforce certified marketing cloud Developer.**
- **Salesforce certified marketing cloud Admin.**
- **Overall nearly 6 years of IT experience with Top IT MNCs.**
- 5+ years of professional experience in Salesforce Marketing Cloud and Adobe Campaign Management.
- AWS certified Solutions Architect associate.
- Proficient in understanding and analyzing business processes and models.
- Worked for different clients including e-commerce and service providing organizations.
- Worked on **Email studio, Mobile Studio, Web Studio, Social Studio, Journey builder, Automation studio, Content builder, Contact builder, App integration, Amp-script, HTML.**
- Worked on different communication channels like **Email, Landing pages, Push notification, App inbox message (AIM), SMS.**
- Trained and provided hands on knowledge to new recruits.
- Worked on setting up the Marketing Cloud platform from the scratch.
- Worked on Timeline and sprint planning, campaign planning, MC admin tasks.

Experience:

HCL Technologies: Senior Consultant (Dec, 2019 to Present)

Marketing cloud instance setup for customer which includes different project lifecycle. Here I got a chance to work independently with the client. I have worked on setting up the salesforce marketing cloud account, creating Campaigns and designing the campaigns for the customer.

- Worked for Germany based lightening client.
- Project Estimation
- Timeline and Sprint planning
- Cloud Setup: creating Business units, Custom Roles, Users etc.
- Campaign planning and development.
- Requirement gathering and implementing on marketing cloud

- Create campaigns in Salesforce org and integrate them with marketing cloud.
- Designed the complex journeys and automations.
- Worked on data setup, imported data from different sources and querying on it.
- Marketing Cloud Connect and integration tasks with Sales & service Cloud.
- Worked on Journey builder, automation studio, landing pages, email studio, content builder, contact builder, app connector, Amp-script.
- Created end to end campaigns.

Eclerx Services: Associate Process Manager (Jul,2019 to Dec,2019)

Developed a solution for the customer to communicate with customer via email and AIM channels. As a part of this team, I got a chance to work on the content part.

- Worked for Singapore based cab service provider client.
- Created dynamic content for email templates.
- Worked on Email templates and App Inbox Messages(AIM).
- Understanding the requirements from client over video conferencing.
- Worked with new resources on training and KT's on marketing cloud.

Infosys Limited: Senior System Engineer (Jan,2015 to Jun,2019)

All the communication which is being sent to the end customer is handled under the wide bucket of this project. As part of this team, I got a chance to enhance the customer relationship by developing campaigns which helped in reaching out to the target customers. Have worked in many pillars under this projects.

- Worked for Germany based sports client.
- Worked on migration from Adobe Campaign to Salesforce Marketing cloud.
- Closely worked with client on shortlisting and documenting the items.
- Built the data model in content builder.
- Setup the data extension and imported data into different business units.
- Created the email templates and content blocks using Amp-Script.
- Worked on Automation Studio, Journey Builder, Contact builder, Content builder, Email Studio, Amp-script.
- Worked on custom role creation.
- Worked on app connector and integration.
- **Campaign developed: Abandon Cart, Abandon browse, Product Launch Calendar, Transactional emails (account create/delete/update, password reset, new password etc.)**
- Worked on the multi lingual approach.
- Understand the requirements from client over video conferencing.

EXTRA -CURRICULAR ACTIVITIES / ACHIEVEMENTS

- Have been awarded with INSTA award twice for excellence in work.

- Have been awarded with Team Excellence Award.
- Have been awarded as best Poet and article writer.

ACADEMICS

- B. tech with 65.8% from MDU, Rohtak in June 2014.
- 12th with 68.4% from CBSE in June 2010.
- 10th with 80% from CBSE in June 2008.