



Chinmay Sangekar

Consultant at Deloitte | 4x Salesforce Certified

Contact -

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 Pune, Maharashtra

Career Overview -

SFMC Specialist with **6.5 years** of experience in software industry, knowledge on Marketing Cloud, Marketo, Salesforce CRM and Campaign Management. Experience in Leading, Designing, Developing and Implementing projects, campaigns, support modules, product cases, reports and dashboards.

Skill Set -

- Salesforce Marketing Cloud
- Campaign Management
- Marketing Automations
- Customer Journeys
- Analytics Builder
- Email Studio
- Mobile Studio
- CloudPages
- Service Cloud
- AMPScript
- Data Models
- SQL
- HTML/CSS
- Package Manager

Experience -

Consultant

Deloitte USI

2021 - Present

- Leading the technical aspect of the project
- Defining project goals and timelines
- Interaction with clients on daily basis to understand requirements and provide solutions
- Guiding the team with best practices
- Designed data models for customer journeys
- Worked closely with client and assured quality solutions
- Debug performance issues both client and platform level

Senior Email Developer

Merkle Sokrati

2018 - 2021

- Performed day-to-day email marketing activities including email campaign set-up, testing, deployment, recurring, triggered, and dynamic content-driven campaigns
- Created User-initiated emails, setting up campaigns, A/B testing, automation, and deployment details
- Prepared and executed daily campaigns
- Developed Email templates using HTML/CSS
- Website UI design and development
- End to end campaign management

Education -

Master of Computer Applications

Grade A

2015 - 2018

Bachelor of Computer Applications

Grade A

2015 - 2018

Certifications -

- Salesforce Marketing Cloud Certified Email Specialist
- Salesforce Marketing Cloud Certified Administrator
- Salesforce Certified Associate
- Salesforce Certified Administrator (SCA)
- AWS Certified Cloud Practitioner
- Salesforce Einstein AI Academy
- Hubspot Email Marketing Certified

Declaration -

I hereby affirm that the above-specified details are true to the best of my knowledge.
I have not suppressed any material fact or information in the above statement.