**Lokesh Sharma**

Agra

8449304240

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**Objective**

I wish to work with an organization, which will provide me an opportunity to utilize my strengths and decision-making skills in a professional and learning environment. I will do my best to serve the organization with all my efforts. I will never give anyone a chance to complain. I hope you must be kind enough to provide me with a chance to serve. I will grow with the organization’s growth.

**Professional Summary:**

* With over 6+ years of experience as a **Salesforce Marketing Cloud Email Specialist** and **Front end Developer.**
* Expertise in making DIV and Table based layout in **W3C** standard.
* Extensive knowledge of **HTML, CSS, Bootstrap, JavaScript**, **Dreamweaver**, **Photoshop**, **AMP Script, SQL Query, Journey Builder, Automation Studio, Content Builder, Email Studio, Pardot.**
* Experience in preparing and executing email campaigns using **ExactTarget, Salesforce Marketing Cloud (SFMC), Pardot, Salesforce Lightning, Marketo, Certain, On24**.
* Involved in Social Media like **LinkedIn** and **Twitter**.
* Superb debugging and problem-solving skills.
* In-depth understanding of modern web practices.
* Able to build consensus and work effectively within a cross-departmental team.

**Technical Skills**

* **Web Technologies:** HTML, CSS, JavaScript, Bootstrap, AMP Script, SQL Query.
* **CMS:** Wordpress, Sitefinity, Wix.
* **Analytics:** Google Analytics, Google Adword, Google Webmaster, Alexa, Traffic Factory, Traffic Junkey.
* **Email Marketing Skills:** Salesforce Marketing Cloud(Exact Target), Email Studio, Journey Builder, Automation Studio, Content Builder, Certain, On24, Marketo.
* **Coding Editor:** Adobe Dreamweaver, Microsoft Expression Web, Notepad++, and Sublime.
* **Operating Systems:** XP, W7, W8, W10, IOS.
* **Office:** MS office package
* Enthusiastic, Reliable, Result-Oriented, Team-Player.
* Good verbal, written and interpersonal communication skills.

**Experience**

Nov 2019 – Till Now

**Senior Executive Marketing | Toluna Corporate | Gurugram**

*Responsibilities:*

* Working for Toluna and handling end to end marketing campaigns of Toluna Corporate.
* Responsible for creating Emails, Journeys, Automation, Landing pages in Pardot, list pulls, scheduling, deploying and reporting.
* Working as getting data from synchronized DE using SQL query, creating dynamic emails using AMP Script.
* Responsible for handling websites, leads, connectivity.
* Defining and enhancing the process in night shift as well as day shift.

Jan 2017 – Nov 2019

**Senior Analyst - Email Campaign | Wunderman/MSC | Gurugram**

*Responsibilities:*

* Working for Microsoft and handling end to end marketing campaigns of Microsoft.
* Responsible for creating emails, list pulls, scheduling, deploying and reporting.
* Defining and enhancing the process in night shift as well as day shift.
* Project handling and Documentation of project.
* Conducting training and facilitating assessment in the team

May 2016 – Nov 2016

**Senior UI/Web Designer | Hellowrs InfoTech Solutions Pvt Ltd. | Noida**

*Responsibilities:*

* Design UI in Photoshop and develop them into web pages.
* Responsible for developing website responsive and user friendly.
* Defining and enhancing the process in night shift as well as day shift.
* Project handling and Documentation of project.

May 2014 – Apr 2016

**Web Designer & Developer | Indian Enterprises | Delhi**

*Responsibilities:*

* Design UI in Photoshop and develop them into web pages.
* Responsible for developing website responsive, user friendly and SEO perspective.
* Design landing pages for Google Analytics.
* Handling Google Webmaster and Google Analytics correspondence to websites and landing pages.
* Defining and enhancing the process in night shift as well as day shift.
* Project handling and Documentation of project.

**Strength**

* To excel in both professional and personal life by adhering to the policy of hardworking, honest, learning and increase the knowledge of business management.
* Contribute towards the organization and grow in my career path.
* Believe in teamwork.
* Responsible and positive attitude.
* Dedicate myself to the work I’m doing.

**Education**

* Bachelor of Computer Application (BCA) from IGNOU in the year of 2016.

(Note: There is a gap between my XII and Graduation due to personal issues)

* XII from UP Board in the year of 2009.
* X from UP Board in the year of 2007.

**Personal Dossier**

* Father’s Name : Mr. Yogesh Sharma
* Date of Birth : 13.05.1992
* Marital Status : Single
* Nationality : Indian
* Language Known : Hindi, English
* Home Town : Agra

**Declaration**

* I do hereby declare that statements mentioned above are true to the best of my knowledge and belief.
* Place….
* Date….. (***LOKESH SHARMA***)