**CURRICULUM VITAE**

**Name:** Anuja Rajesh Murmure

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**OBJECTIVE:**

My objective is to develop a career in the ever changing, challenging and dynamic field of technology by giving the best with all my ability, sincerity as to attain organizational goals as well as fulfilling my personal goals.

**TRAINING & EXPERIENCE:**

* Technician Apprentice -Tata Motors, Pimpri((Oct 2013-Oct 2014)

Description- Mostly worked with documentation of new joinees, driving joining process, arranging training sessions for new joinees and other trainees.

* Technical Associate Engineer- Mphasis (Dec 2017-Nov 2018

Description- Working on incidents and requests using ServiceNow, taking control of user's system and troubleshooting, supporting all MS office applications and different software, completing on-boarding and off-boarding in SAP, modifying user details in SAP, receiving and making calls to users regarding issues if needed. Identifying the issue and giving my 100% to resolve it.

* Salesforce Marketing Cloud Analyst- Cognizant (Dec 2018- Till present)

Description- Hands on experience on Email Studio, Journey builder, Automation Studio, Contact builder, Mobile Connect, Analytics Builder. Experience with HTML/CSS for the purpose of email development and personalizing email content use of AMPscript.

Building dynamic emails and landing pages that are responsive, render across all platforms and browsers and meet client expectations. Set up Reply mail management. Helping clients and deploying campaigns, Journeys, Scheduled Automations. Setting up FTP accounts, Creating FTP User, Creating Business units, Creating Marketing cloud roles & permissions.

Helping clients with Email sending best practices, guiding with IP warming process, help them understand the purpose of SAP/Private domains/Dedicated IP and how to maintain IP reputation to avoid bounces.

To create criteria based and user base sharing rules wherever necessary. To create reports and dashboards based on the needs. Creation of send classification, sender profile, delivery profile. Have knowledge on the from address Management. Implementation of the Reply Mail Management

Worked on Social Studio- Creating content to publish on Social media platforms, adding new users, creating topic profiles, adding social accounts, creating dashboard and workspace, generating reports, deciding and assigning roles and permissions to the users in social studio and workspace so that each user has an ability to publish content and engage. Maintaining the social accounts connectivity in social studio to avoid any data loss.

**CERTIFICATIONS:**

• Salesforce Marketing Cloud Email Specialist

• Salesforce Marketing Cloud Administrator

**TECHNICAL SKILLS:**

• HTML/CSS

• Basic knowledge of AMPscript

•SQL

**SKILLS AND ACHIEVEMENTS:**

* Rewarded for best performance and consistently recognized by management and client for providing superior customer service.
* Client-focused & skilled in multi-tasking and meeting tight deadlines.
* Participated in Album Creation Activities.
* Participated in State Level Paper Presentation Competition (Robotics).

**ACADEMIC QUALIFICATION:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualification** | **Institute** | **Year of Passing** | **Percentage** |
| BE(IT) | Genba SopanraoMoze College of Engg, Pune | July 2017 | 61.73% |
| Diploma(IT) | Marathwada Mitra Mandal’s Polytechnic Pune-33 | Summer 2013 | 69.06% |
| 10th | The Good Samaritan School | March 2010 | 70.55% |

**PROJECT:**

* Online Floral Gallery.
* Automatic Bug Triaging System Using Prediction Algorithm On Rating Basis

**PERSONAL INFORMATION:**

Name: Anuja Rajesh Murmure

Father’s Name: Rajesh Pandurang Murmure

D.O.B: 12th June 1994

Permanent Address: Sadguru Colony No-1, Wakad Road,Wakad, Pune- 400157

Languages Known: English, Marathi and Hindi

Hobbies: Badminton, Carrom, Cooking.

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

Yours Sincerely,

**Anuja Murmure.**