

GAURAV SINGH

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Signature Success Engineer : Salesforce INDIA

PROFILE SUMMARY

- A result oriented professional with **6.8 years** of experience in developing windows applications, web applications, web services in Visual Studio .net IDE using **Salesforce Marketing Cloud, C# .net 4.0/4.5, ASP.net, ADO.net, SQL Server.**
- Currently working with **SALESFORCE INDIA** as **Signature Success Engineer.**
- Worked with **INFOSYS Limited** for 5.5 years as **Technology Analyst.**
- Worked extensively with automation studio, Journey Builder, Email Studio, content builder, trigger sends, SOQL, import automations, for multiple campaigns from end to end.
- Experience in SQL server database design, database maintenance, developing T-SQL queries, stored procedures, functions using SQL server 2008, 2012.
- Effective in working independently and collaborator in team.

Certifications and accolades

- **Salesforce certified Marketing Cloud Email Specialist**
- **Ranger in Salesforce trailhead**
- **Exam 70-461 Querying Microsoft SQL Server 2012/2014**

TECHNICAL SKILL SET

- SFMC: Salesforce Marketing Cloud
- **Email Studio, Content Builder, Automation Studio, Journey Builder, AMP Script.**
- Handling multiple CRM Campaigns from End to End.
- Leading a team of 4+ developers following **AGILE/SCRUM process**
- Microsoft .Net 3.5/4.0/4.5, C#, Asp.Net, AJAX.
- Understanding of Entity Framework.
- Visual Studio 2008, 2012, 2015. SQL Server 2008/2012.
- TFS 2010 – Source control, test-cases, defect tracking, build and deployment.
- Effective Customer Interaction and co-ordination of development activities.
- Experience with complete application development lifecycle including Requirements Gathering, Analysis, Designing, Coding, Testing and Deployment. .

EXPERIENCE

1. **Since Apr'20 – till present: Salesforce India
Signature Success Engineer**
2. **Since Oct'14 –April 2020: INFOSYS, Technology Analyst**

Project Overview:

Client: Adidas

Period- (June 2018- April 2020)

Project: CRM

Role: Salesforce Marketing Cloud developer

- Developing emails for CRM: customer relationship management that includes account, order, membership related information.
- Testing, debugging and deploying in production environment.
- Using amscript, HTML, CSS and SFMC techniques for developing the mails.
- Extensively working on Automations, Journey, Emails, triggered send definitions, SOQL Queries in Salesforce.

Client: One of the leading Bank in UK/USA.

Period- 12 Months (May 2017- May-2018)

Project: LD & CM

ROLE:

C# .NET, AND MS SQL SERVER .

- Portal development using ASP.net, C#, SQL
- Applications development in three tier architectures using Asp.Net, AJAX, Java-Script.
- Contribution to requirement gathering, SRS and Technical design specifications.
- SQL database optimization, query performance improvements.
- Development of SQL Procedures and functions.
- Review .Net and SQL code to conform to Standards.
- Asp.Net Web Services development.
- Training End users and Application support teams.
- Help the team with Technical documentation
- TFS 2010 for source control, build, test cases and defect tracking
- Real-time Dashboard design and Development.

Client: One of the leading food and Beverage Company in USA.

Period- (January 2015-April 2017)- 27 Months

Project: Domain Management & Dashboard

ROLE:

Developer C#/ASP .NET AND SQL SERVER.

- Written Stored Procedures, functions using T-SQL in SQL Server 2012.
- Developed Cascading Style Sheets for user interface uniformity throughout the application.
- Developed and consumed Web Services.
- Used HTML, JAVA Script, and Ajax for developing controls and web forms.
- Extensively used Grids with Sorting, Paging, Editing and updating functionality.
- Implemented template columns for custom Nested Grid-View.
- Developed User Documents.
- Handled many production issues and enhancements to the existing portal and provided production support.

EDUCATION

2014 Masters of Computer Applications
National Institute of Technology, Raipur

2011 Bachelors in Computer Application
University of Allahabad