

## Ravina Gaur

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Location: Hyderabad, India

### Profile Summary:

- Over 6 years of IT experience in the field of Salesforce Marketing Cloud and UI development.
- Currently working with Salesforce as an Internal Solution Consultant on Salesforce Marketing Cloud Platform.
- Certified Salesforce Marketing Cloud Consultant and Email Specialist.
- Completed M.Sc. in Data Science from Liverpool John Moores University.

### Technical Skill:

Skills	SFMC, SQL, HTML 5, Bootstrap, CSS, JavaScript, jQuery, Tableau
Tools	Salesforce Marketing Cloud, SQL developer, Tableau, Visual Studio, Git, Adobe Dreamweaver
Domain	E-commerce, Marketing, Manufacturing Domain, High Tech ISU

### Education:

Qualification	Subject	Percentage
M. Sc. (2020)	Data Science	Completed
Post-Graduation Diploma (2019-2020)	Data Science	3.21/4
B. TECH (2010 - 2014)	Electronics and Communication	78.67%
H.S.C. (2009 - 2010)	PCM	80%
S.S.C. (2007 - 2008)	Other	91.5%

### Experience:

**Internal Solution Consultant | Salesforce.com | Jun '18 – Present**

#### Key Achievements:

- Recognized with 'Agility' award by stakeholders.
- Won internal project Hackathon.
- Appreciated and rewarded by senior project managers and stakeholders.

**Tech Stack:** HTML/CSS, Bootstrap, Amp-Script

#### Responsibilities:

- Creating emails and component libraries on content builder using HTML, CSS and Amp script for marketing campaigns.
- Working on responsive email templates for ad-hoc emails and monthly newsletters on Adobe Dreamweaver.
- Building a Multi-Language email campaign using Data Extension and pulling the data fields to the email

template using Amp script, HTML and CSS.

- Testing the email responsiveness on Litmus to ensure they are rendering properly on all the desktop and mobile email clients.
- Creating test audience in Data Extensions and sending the test emails for approval.
- Building responsive landing pages on cloud pages using bootstrap, HTML, JavaScript and jQuery.
- Deployed one project on Heroku Platform.
- Creating knowledge articles on Salesforce platform using HTML, CSS and publishing them live on salesforce help site.
- Creating and Managing journey related quip documents.
- Having knowledge of Salesforce Admin, Content builder, Contact builder, Journey Builder, Automation Studio and A/B Testing.
- Interacting with stakeholders for requirement elicitation.

### **System Engineer | Tata Consultancy Services | Mar '15 – May '18**

#### **Key Achievements:**

- Achieved the 'Best Team Award'.

**Tech Stack:** HTML/CSS, Bootstrap, Amp-Script, SQL

#### **Responsibilities:**

- Created and designed emails using HTML, CSS, Amp script for Windows and Surface devices.
- Followed QA process to ensure emails are rendering as insisted across all email clients and screen resolution in Inbox Tool.
- Performed Content and Subject Line A/B testing.
- Used Automation Studio for performing actions such as File Transfer, importing a file, SQL query activity, scheduling and sending emails.
- Built landing pages on web studio using HTML, CSS and Bootstrap.
- Created reusable code and libraries for future use.