

# RADHIKA PANDEY

Gomti Nagar, Lucknow, UTTAR PRADESH 226010 +91-6387005157  
[pandey.radhika0207@gmail.com](mailto:pandey.radhika0207@gmail.com) | <https://www.linkedin.com>

Dynamic and results-focused analyst recognized for leveraging data-driven insights to drive organizational success. Detail-oriented Salesforce Marketing Cloud Developer with over 3 years of experience, proficient in utilizing Salesforce Marketing Cloud tools. Skilled in creating, managing, and analyzing complex marketing campaigns to enhance customer engagement and drive business growth.

## EXPERIENCE

NOVEMBER 2021 – PRESENT

Sr. Analyst/Software Engineer, CAPGEMINI

- Created complex automations using various activities in Automation Studio.
- Designed and implemented a comprehensive customer journey strategy using Journey Builder.
- Designed and developed modular email templates for scalable and efficient campaign creation.
- Created data extensions and effectively utilized them across multiple campaigns for targeted outreach.
- Set up Business Units, migrated legacy data, managed roles/permissions, and configured profiles in Salesforce.
- Integrated Salesforce CRM with Marketing Cloud using Marketing Cloud Connector.
- Tested Data Extensions, SQL Queries, Automations, Journeys, Email templates, and Cloud Pages.
- Used Analytics Builder to analyze campaign performance and leveraged Litmus to ensure emails rendered correctly across all devices.
- Successfully designed and tested Unsubscribe Pages for multiple Business Units, ensuring compliance and improving the subscriber experience.
- Utilized SSJS, AMPScript, REST APIs, HTML, CSS for POCs.

## EDUCATION

2018 – 2021

B. TECH, DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY

2014 – 2017

GOVT. GIRLS POLYTECHNIC LUCKNOW

## SKILLS

- **Salesforce Marketing Cloud Tools:** Automation Studio, Journey Builder, Email Studio, Analytics Builder, Content Builder, Contact Builder, Package Manager, Web Studio (Cloud Page)
- **Programming Languages:** SQL, AMPScript, SSJS, HTML, CSS
- **Platform:** Salesforce Marketing Cloud, Jira, Litmus, Postman

## ACHIVEMENTS & CERTIFICATIONS

- Salesforce certified Marketing Cloud Email Specialist
- Salesforce certified Marketing Cloud Email Administrator
- GenAI Enterprise Certificate | Udemy SQL Certificate.
- Received multiple client appreciations for project
- Achieved Silver Medal as State Topper in College | Earned Gold Badge in SFMC Exam