

AKSHATA G

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[akshata.gupta009@gmail.com](mailto:akshata.gupta009@gmail.com)

**B.E / INFORMATION TECHNOLOGY**

University of Mumbai, 2013 - 2017

**EDUCATION**

**AWARDS**

-Have been awarded with INSTA award twice for excellence in work.

-Have been awarded with Team Excellence

**S.S.C**

Maharashtra State board, 2010-2013

**H.S.C**

Maharashtra State board, 2011 - 2013

Problem Solving

Adaptability

Collaboration

Strong Work Ethic

Time Management

Critical Thinking

Handling Pressure

Leadership

**SKILLS**

**ASSOCIATE CONSULTANT**

*Larsen & Tubro Infotech, Mumbai, October 2020 –Present*

* Worked on Salesforce Marketing Cloud as Developer.
* Created various data extensions, modified it based on requirements.
* Setting Retention policy to Data extension and Send log Data extension
* Designed several Journey’s using Journey Builder.
* Had Set up FTP account and created FTP User, managed Marketing cloud roles & permissions.
* Automated import, extract, sends mail and query activity using Automation Studio.

**SENIOR SYSTEMS ENGINEER**

*Infosys Ltd, December, Pune, 2017 – October 2020*

* Primary job is to understand client’s Business requirements and provide a solution.
* Worked on Automation Studio, Email Studio, Content Builder, Web studio.
* Utilizing Salesforce Marketing Cloud to create and maintain lists, data extensions and update subscriber lists, publication lists.
* Integrated Marketing Cloud with Salesforce CRM using Marketing Cloud Connect.
* Setting up users in Marketing cloud with appropriate permissions and assigning roles to them.
* Basic understanding on SQL queries, HTML, CSS, AMP Scripts.
* Creating FTP User and Setting up FTP account for large file transfer,
* Created Sender Classification, Delivery profile and Sender profile to shoot email blasts.

**EXPERIENCE**

SALESFORCE MARKETING CLOUD DEVELOPER

Mumbai, Maharashtra

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A good position that should have an opportunity for career expansion, personal growth and one that may utilize my abilities.

**RESUME OBJECTIVE**