



SHIBA FATIMA

8118829319

fatima.shiba7@gmail.com

DOB: 24th May 1991



PROFILE

A strong Cross functional and cross technical person with good hands-on experience in IT and CRM domain for a global leading sports brand with a sustained experience of 4.25 years at Infosys Ltd. with current designation of Senior Systems Engineer.

Proven to work effectively in a team as well as independently with minimal error. A committed, motivated and result oriented person, with a desire to learn new technologies and undertaking challenging tasks. Having excellent interpersonal skills- expressive and able to manage clients efficiently in all situations. Investigate and troubleshooting issues within very less time. Adaptable to challenging and creative environments with capacity to adjust to new technologies and skills.

- Infosys Certified Salesforce Marketing Cloud Email Specialist
- Infosys Global Agile Developer
- Infosys Certified DevOps Professional
- Trained in IT Essentials (Hardware & Networking) certified by CISCO.



EDUCATION

Master of Technology | Delhi Technological University, Delhi

2014 – 2016

CGPA – 8.86

Bachelor of Technology | Govt. Engineering College, Bikaner

2009 – 2013

74.64% (Honors)



EXPERIENCE

Senior Systems Engineer | Infosys Limited

2017 – PRESENT

Working on Salesforce Marketing Cloud (ExactTarget) for end to end setup of multi-channel, multilingual real-time transactional, batch programs for Digital Marketing & order lifecycle communications for the major sportswear manufacturer Adidas (based in Germany) from past 3 years.

Hands on Experience in wide range of studios and builders available in Salesforce Marketing Cloud platform like Email Studio, Mobile Studio, Automation Studio, Journey Builder, Content Builder and Contact Builder etc.

Created complete CI-CD pipeline for integration and deployment for UK based client -Global CDK.

Developed React based applications for the major cosmetic manufacturer and marketer Estee Lauder.

Projects | Adidas

2018 – PRESENT

Adidas is a Retail domain project of the leading market in the Europe. It hereby uses demand ware to manage the front-end site for e-com operations, transactions. Retail outlet store operations are also made in synchronization with the push notifications and email campaigns, membership programs, marketing campaigns for promoting the new upcoming articles for Adidas and Reebok. We configure emails and Push notifications for real time transactional and brand marketing data for both brands following Agile Methodology.

ROLES & RESPONSIBILITIES:

SFMC Developer

Lead Developer involved in architectural analysis, development of new programs and design optimized solutions with focus to increase the number of relevant touchpoints and channels for reaching the consumer.

- **Successfully designed, developed, tested, deployed and made 3 waves Birthday program** (8 email variants and 6 Push variants) live for 2 pilot countries, hence bringing the program in line with industry trends and improve the OR and CTOR of the program through refresh of content and prominent callout of Membership bonus.
- **Performed 3 A/B Testing** and rolled out the Birthday program for other business units. A/B tests performed includes: Personalization test to determine whether Female-specific copy and imagery significantly improves the program performance to make a call on rolling out, 2 waves v/s 3 waves and 3 emails with Push Notifications v/s without Push Notifications.
- Transformed the Birthday emails (8 variants) to a single **shared email Template** i.e. 1 email for all variants and it works for all Business Units
- Successfully made the **new feature- Paid Media** i.e. to target audience on Facebook, live for US. For this new feature, I **single handedly explored** new SFMC components and new activities and enabled the team members.
- **Successfully designed, developed, tested, deployed and made Churn Prevention program** live for pilot market so as to engage the unengaged consumers and performed Personalization test and later rolled it out to other business units.
- Worked on solutions like Segmentation Approach which automates segmentation of high volume send-outs of a Program as per threshold limits.
- Created the account related emails: welcome, password reset, etc. for Runtastic App migration.
- Created an automation for monitoring Account Related email to calculate the percentage of users who received the email within a specific time slot.
- Created **shared content blocks** like voucher and product recommendation, etc. blocks.
- Worked as a developer in **Reebok style refresh project**. This project aimed at redesigning of all the content blocks. We deployed the all live emails from old templates to new template in Email Studio using HTML CSS and simultaneously updating them through Journey Builder.
- Worked on real time (transnational) email, batch email/Campaign (Workflow), Push notification & SMS for e-commerce domain.
- Responsible for Translation entries, email generations, sender profile configuration, testing and migration to Prod BU for various programs like Waitlist, Birthday, Churn Prevention, Welcome, Runtastic welcome training/running, etc.
- Well versed with all processes and areas which includes: Email content update , Creation of Brand signup emails and journey setups , Configuration of voucher requests and voucher blocks , Audience

segmentation using genes and setup of social platforms for uploading target audience , setup of push notifications , prioritization among multiple push requests, defect free delivery for top priority marketing campaigns like Cyber week ,Hype

- Worked on migration of various account related and OLC programs from Adobe Campaign to SFMC
- Provided knowledge transfer and mentoring to team members as needed.
- Job profile also includes coordinating with multiple interfaces, teams and stakeholders to gather/understand requirement and issues.
- As a part of this Project, I have been working to analyze the high-level user stories and segmenting them into technical requirements. Effort estimations, Story point calculation and feasibility of the deliverables within the scope of the sprint has been a key role in this job profile.

Projects | CDK

Enabled myself in DevOps tools like GitHub, GIT, Atlassian Bamboo, Jenkins, Apache Maven 3+, Eclipse IDE, Ansible. Created complete CI-CD pipeline for integration and deployment in Jenkins.

Projects | Estee Lauder

Enabled myself in ReactJS and developed React based login applications for the major cosmetic manufacturer and marketer Estee Lauder.



SKILLS

- Operating Systems: Windows
- **Technology:** JavaScript, HTML, CSS, AmpScript
SQL, Python, Linux, Shell Scripting
- **CRM Tools:** Salesforce Marketing Cloud,
- Database: SQL
- Domain Experience: CRM, Retail
- **Other Tools:** JIRA, Postman, Jenkins, Confluence
- Work Methodology: Agile



ACTIVITIES

- Research Paper “**Design of AND logic gate using NAND gate in photonic crystal waveguides**” published in Science Direct and SPIE conference during M.Tech (2016).
- Voice of Youth Volunteer: VOY club bridges the gap between employees and senior management at DC level.
- Organized and participated in various cultural events at college and DC level.