**Jyoti Kumari**

**E-mail:-** jyotikumarijnu@gmail.com

**Contact No.:** +91 7030066121

**PROFILE SUMMARY:**

* Having **4years 8months** of IT experience in SFDC and SFMC.
* Having knowledge of both Salesforce CRM and SRMs.
* Having good exposure to all stages of Salesforce: Classic as well as Lightning.
* Having experience in Marketing Cloud projects, Audience builder and Automation, Email Studio and Marketing Cloud setup and configuration.
* Knowledge in all modules of Salesforce Marketing Cloud development and support - Email, SMS, Web & Social, Email Marketing Development.
* SFMC Reports and Dashboards, Integration with CRM (SFDC or other CRM tools)
* Awareness of base security considerations, roles and access controls for users and data controls for campaigns.
* Having experience in Pardot, Siebel CRM, Tableau, JIRA, Bullseye, Rolodex, Kirby, Flow Automation, Adobe Experience Manager(AEM) tool.
* Having good experience in creating and maintaining Fields, Views, Campaigns, Custom-built Objects, Record type, Page layout, Validations rules and other salesforce.com functions.
* Having good experience of Hierarchy Management, Merging, Duplicate, Data loader mass update, Advertiser Merge, Report Generation, Cleansing, Lead Enrichment, Cases, Opportunity, Trigger Sheet & etc.
* Having good knowledge of Core java, C, HTML, CSS, and SQL.
* Having good knowledge in Excel, Macro and Excel Automation.
* I have prepared excel automation for organization that saves the FTE of the process.
* Experience in Mentoring the team, Task allocation, Client call, Reporting and Dashboards.

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| Skills | * Daily Status Report Creation
* Build custom reports & dashboards
* Data related requests on SharePoint
* Develop training materials
* Custom Object creation
 |
| Database | * Microsoft SQL server 2008
 |
|  Tools | * Tableau
* Pardot
* Siebel CRM
* JIRA
* Bullseye
* Rolodex
* Flow Automation
 |
| Domain | * Digital Marketing
* Marketing Cloud
* Finance Marketing
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**EDUCATIONAL DETAILS**:

|  |  |  |  |
| --- | --- | --- | --- |
| Year | Degree | Institution/Board | Marks Obtained |
| 2016 | B.Tech (ECE) | Jaipur National University, Jaipur | 65% |
| 2012 | Intermediate(AISSCE) | SLIET, Punjab | 72 % |
| 2010 | Matriculation(AISSE) | AISSE/CBSE | 8 CGPA |

**ACHIEVEMENTS:**

* Received client as well as team appreciation mails in every project I worked.
* Received excellent client feedback, which took place in WOW portal (Big Smile of the Week Appreciation)
* Received Award and appreciation in WOW portal (Pillar of the month).

**EXPERIENCE:**

|  |  |  |
| --- | --- | --- |
| Company Name | Duration | Experience |
| Techgropse Pt. Ltd, Noida | Dec 2020 – Till Date | 4 Months |
| Eclerx Service Ltd, Pune | April 2019 – Dec 2020 | 1.8 Year |
| Enatel Telecommunication Pvt Ltd, Lucknow | June 2016 – Dec 2018 | 2.6 Years |

**EXPERIENCE AND PROJECTS PROFILE:**

**Organization:** Techgropse Pvt. Ltd.

**Project#1**

|  |  |
| --- | --- |
| **Title** | Uber Campaign Ops Support (Multiple Activity) |
| **Client** | Uber |
| **Role** | Senior Analyst |
| **Period** | Dec 2020 – Till Date |

**Project Description**

Campaign operations is all about creating campaigns wherein these campaigns are useful for clients to reach their end users.All the work will take place within Uber environment on client funded laptops

The process was transitioned to Techgropse by Uber. It involves building campaigns of various business units in Uber internal tools and quality control (audits) of outputs by coordinating with various stakeholders involved in the process. To achieve this purpose, Techgropse Campaign ops Team supports creative development process at Uber to drive 100% accurate and timely deployment of Campaigns in Market. The process starts with the team adding all content, promo, Product information, etc. Uber team provide briefing inputs and the output of this information is handled by Techgropse team and is audited as well. Client POC approved the final version of the campaign before it set live in the Market.

**Client Description**

Uber Technologies, Inc. is an American multinational ridesharing company offering services that include peer-to-peer ridesharing, ride service hailing, food delivery, and a bicycle-sharing system. The company is based in San Francisco and has operations in over 785 metropolitan areas worldwide

**Roles and responsibilities in the project**

* Interacting with the Business Analysts/Offshore team to understand the Requirements.
* Performs localization content and create CSV file(s).
* Defect tracking, reporting and retesting using JIRA.
* Automated Report Generation, Data loader mass update using Pardot tool.
* Good in Build custom reports & dashboards.
* Responds to ad hoc reports requests as needed.
* Managing operational requests & reporting including data analysis and troubleshooting of issues.
* Interaction with client for technical discussions, issues resolution.
* Daily and Weekly status reporting to the clients.
* Will also have to support data related requests on alternative platforms like SharePoint.
* Verify SalesForce.com data for integrity & accuracy including cleansing & duplicate record management.
* Create and maintain Fields, Views, Reports, Dashboards, Campaigns, Record type, Page Layout, Validation Rules and other SalesForce.com objects & functions
* Maintain, enhance & create workflows function & configuration within the SalesForce.com environment.

**Organization: Eclerx Service Ltd**

**Project#2**

|  |  |
| --- | --- |
| **Title** | Auto-Renewal of cases.(Multiple Activity) |
| **Client** | Quest Software |
| **Role** |  Analyst |
| **Period** | April 2019 – Dec 2020 |

**Project Description**

Auto-renewal is a billing model where the customer's payment details are charged automatically without the customer having to take action.

**Client Description**

Quest Software, also known as Quest, is a privately held software company headquartered in Aliso Viejo, California, United States with 53 offices in 24 countries. The company was founded in 1987. Simplify IT management and spend less time on IT administration and more time on IT innovation. It's time to rethink systems and information management.

**Roles and responsibilities in the project**

* Interacting with the Business Analysts/Offshore team to understand the Requirements.
* Performed Account Creation, Account Merging, Lead Enrichment, Contacts Merging.
* Defect tracking, reporting and retesting done using JIRA & Tableau tool.
* Automated Report Generation, Data loader mass update using Pardot tool.
* Good in Account Hierarchy Management, Opportunity, Cases, Account Segmentation, Account Cleansing, Contact Cleansing.
* Build custom reports & dashboards.
* Responds to ad hoc reports requests as needed.
* Managing operational requests & reporting including data analysis and troubleshooting of issues.

**Organization: Enatel Telecommunication Pvt Ltd**

**Project#2**

|  |  |
| --- | --- |
| **Title** | GS1 (Global Standards) for Business.(Multiple Activities) |
| **Client** | BazaarVoiceDigital marketing company |
| **Role** | Junior Analyst |
| **Period** | June 2016 – Dec 2018 |

**Project Description**

GS1 is a not-for-profit organization that develops and maintains global standards for business communication. The best known of these standards is the barcode, a symbol printed on products that can be scanned electronically. GS1 barcodes are scanned more than six billion times every day.

**Client Description**

BazaarVoice is a digital marketing company based in Austin, Texas. It provides software that allows retailers to add customer reviews to their websites. Previously traded on the NASDAQ, the company was taken private in an acquisition in 2018

**Roles and responsibilities in the project**

* Performed Account Cleansing, Contact Cleansing, GS1 & GLN in accounts.
* Performed Account Hierarchy Management, Opportunity, Lead Enrichment.
* Interaction with client for technical discussions, issues resolution.
* Daily and Weekly status reporting to the clients.
* Will also have to support data related requests on alternative platforms like SharePoint.
* Verify SalesForce.com data for integrity & accuracy including cleansing & duplicate record management.
* Create and maintain Fields, Views, Reports, Dashboards, Campaigns, Record type, Page Layout, Validation Rules and other SalesForce.com objects & functions
* Maintain, enhance & create workflows function & configuration within the SalesForce.com environment.

**PERSONAL DETAILS:**

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| --- | --- |
| Name | Jyoti Kumari |
| E-Mail | jyotikumarijnu@gmail.com |
| Date of Birth: | 01-06-1995 |
| Languages Known | English, Hindi |
| Nationality | Indian |
| Marital Status | Unmarried |

**DECLARATION:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date: 26-04-2021

Place: Noida (Jyoti Kumari)