Neeleshwar Yadav
Contact no. +91-9412582109,7906758502
Email: neeleshwar186@gmail.com

Professional Summary:

A highly motivated and results-oriented SFMC Marketing Cloud Developer with 4+years of experience designing, implementing, and optimizing marketing automation programs across various industries. Proven ability to leverage the power of SFMC to deliver exceptional customer experiences, increase campaign engagement, and drive measurable ROI. Possesses a deep understanding of marketing automation best practices, journey mapping, email marketing, analytics, and integrations. Passionate about collaborating with clients to develop strategic marketing initiatives that achieve their business goals.

Skills:

- **SFMC Marketing Cloud Expertise**: Deep understanding of SFMC functionalities, including Email Studio, Automation Studio, Journey Builder, Marketing Cloud Connect, Data Studio, Marketing Cloud Einstein, and AppExchange integrations.
- **Marketing Automation**: Proven ability to design, develop, and execute effective marketing automation strategies across various channels (e.g., email, SMS, social media).
- **Customer Journey Mapping**: Skilled in crafting customer journeys that map out the ideal customer experience across touchpoints.
- **Email Marketing**: Expertise in email design, segmentation, A/B testing, and deliverability best practices.
- **Marketing Analytics**: Proficient in analyzing marketing campaign performance using SFMC reporting tools and other analytics platforms.
- **Technical Skills**: Experience with integrating SFMC with CRM systems, web analytics platforms, and other marketing technologies.
- **Communication & Collaboration**: Excellent communication and collaboration skills, adept at working effectively with clients, internal marketing teams, and technical stakeholders.
- **Project Management**: Proven ability to manage SFMC projects efficiently, meeting deadlines and staying within budget.
- **Problem-solving**: Skilled at troubleshooting technical issues and identifying solutions to optimize marketing automation processes.
- **Continuous Learning**: Passionate about staying up-to-date with the latest trends and innovations in the marketing automation landscape.

Occopational Counter:

As a Salesforce Marketing Cloud Developer, my daily routine involves a variety of tasks aimed at leveraging Marketing Cloud capabilities to enhance marketing automation and lead management processes. A typical day might start with reviewing and analyzing campaign performance metrics, such as email open rates and click-through rates, to assess the effectiveness of ongoing marketing efforts. I collaborate with marketing teams to refine campaign strategies and optimize workflows for better results.

Throughout the day, I was likely be involved in creating and managing marketing assets within the Marketing Cloud platform, such as email templates, landing pages, and forms. This could include designing visually appealing content, setting up automation rules, and configuring drip campaigns to nurture leads through the sales funnel.

As part of my role, I was also engage in data management tasks, ensuring that lead data is accurately captured, segmented, and synced between Marketing Cloud and Salesforce CRM. This may involve troubleshooting data integration issues, maintaining data hygiene practices, and implementing lead scoring models to prioritize high-value leads.

Additionally, i were stay informed about Marketing Cloud latest features and updates, continuously learning and exploring new ways to leverage the platform's functionalities to drive marketing success. Collaboration with cross-functional teams, providing training and support to end-users, and staying responsive to emerging needs and challenges are also integral aspects of my daily routine as a Salesforce Marketing Cloud Developer.

[INFOVILLE Solutions India Pvt. Ltd.]
SFMC Marketing Cloud Developer
October 2022 - March 2024
- Partnered with clients across diverse industries to design, develop, and implement comprehensive SFMC Marketing Cloud solutions, aligning marketing automation strategies with overall business objectives.
- Led the configuration and customization of SFMC instances, including data extensions, email templates, landing pages, automation workflows, and journey builder programs.

- Developed and executed targeted email marketing campaigns, utilizing A/B testing and segmentation strategies to optimize performance and maximize engagement metrics (e.g., open rates, click-through rates).
- Leveraged advanced SFMC features such as Automation Studio, Journey Builder, and Marketing Cloud Connect to create personalized customer journeys and automate marketing processes, driving a [Percentage] increase in campaign conversion rates.
- Conducted in-depth data analysis using Email Studio reports, Marketing Cloud Einstein, and other analytics tools to measure campaign performance, identify areas for improvement, and demonstrate ROI to stakeholders.
- Provided ongoing training and support to internal marketing teams, empowering them to leverage SFMC effectively and achieve marketing automation proficiency.
- Collaborated with technical teams to integrate SFMC with CRM systems, web analytics platforms, and other marketing technologies, ensuring seamless data flow and a unified customer experience.
- [Specific achievement showcasing a unique skill or successful project using SFMC]

[SLK Software and Automation Company Pvt. Ltd.]
SFMC Marketing Cloud Developer
November 2021 - August 2022
- Supported the implementation and management of SFMC Marketing Cloud for a large e-commerce client.
- Created and managed targeted email campaigns for various customer segments, achieving a [Percentage] increase in average order value.
- Developed automated nurture sequences to engage leads and convert them into paying customers, resulting in a [Percentage] lift in lead conversion rates.
- Utilized Marketing Cloud Connect to integrate SFMC with the company's CRM system, enabling real-time data synchronization and personalized marketing messaging based on customer behavior.
- Acted as a point of contact for internal marketing teams, providing technical support and guidance on best practices for utilizing SFMC functionalities.

[GKT Telecom India Pvt. Ltd.]
SFMC Marketing Cloud Developer
September 2019 - August 2021
- Supported the implementation and management of SFMC Marketing Cloud for a large e-commerce client.
- Created and managed targeted email campaigns for various customer segments, achieving a [Percentage] increase in average order value.

- Developed automated nurture sequences to engage leads and convert them into paying customers, resulting in a [Percentage] lift in lead conversion rates.
- Utilized Marketing Cloud Connect to integrate SFMC with the company's CRM system, enabling real-time data synchronization and personalized marketing messaging based on customer behavior.
- Acted as a point of contact for internal marketing teams, providing technical support and guidance on best practices for utilizing SFMC functionalities.

Experience-:

- October 2022 to 31st March 2024 with INFOVILLE Solution Pvt.Ltd. as a Salesforce Developer
- November 2021 to 31 August 2022 with SLK Software and Automation Company as a Salesforce Developer.
- Sep 2019 to 31Aug 2021 with GKT Telecom India PVT. Ltd. as a Salesforce developer.
- April 2019 to Aug 2019 worked with Tech Mahindra Pvt Ltd. as an Associate
- July 2018 to April 2019 worked with P C Patcher Pvt Ltd. as a SEO Executive.
- March 2017 to February 2018 worked with Bareilly legal services as Computer Operator.
- March 2016 to February 2017 worked with PINAAKPANI Software's and IT Solutions Bareilly.

Education:

B.C.A (Bachelor in Computer Applications) - MJPRU, Aggregate: 70%

Certifications:
Salesforce Administrator Certified
nCino 101 Certified

PERSONAL MINUTIAE

Name   : Neeleshwar Yadav

Sex   : Male
Father's Name   **:** Mr. Pradeep Kumar Yadav
Nationality   : Indian.
Date of birth   : 4th January 1994
Languages   : English and Hindi.