



Sagar Rathore

SALESFORCE MARKETING CLOUD CONSULTANT

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📍 Pune, India

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Profile

Experienced and dedicated **Salesforce Marketing Cloud Consultant** with **2.7 years** of experience identifying efficiencies and problem areas within Marketing Cloud and Sales Cloud org, while communicating needs for projects.

Bringing forth the ability to deliver projects and interact effectively with colleagues and clients. Proven track record of integrating **Marketing Cloud** and **Sales Cloud**.

Overall IT exp **4.10 years**

Wipro Ltd. exp **3.7 years**

eClerx Services Ltd. exp **1.3 years**

Employment History

Salesforce Marketing Cloud Consultant, Wipro Ltd., Pune

April 2018 — Present

1. Project name : Agency Recruitment

- Worked on the Contacts created by 500+ agents, and sent timely "Phone Call" tasks and emails to the agents
- Effectively multi-tasked and prioritized project according to need while working on MC Connect, MC Integration, configuration, customization and development in Email Studio, Journey Builder and Web Studio
- Worked on the Salesforce Marketing Cloud configuration and admin activities, especially related to BU setup, users, roles, RMM settings, sender profile and security settings
- Leveraged Sales Cloud data for communication within Journey Builder using API-based Salesforce data events
- Worked extensively on Email Journeys, Landing Pages, Email Templates etc
- Domain : Insurance

2. Project name : Skin and Respiratory Care

- Provided superior customer service to clients through Journey Builder using API-based Salesforce data events
- Worked on Email Journeys, Landing Pages, Email Templates etc
- Domain : Healthcare Services

3. Project name : Accounts Receivable (AR) Czech

- Worked on the Accounts Receivable part through the 3rd party payment vendor
- Created timely tasks and emails which triggered to the end users through Sender Profiles
- Domain : Finance

4. Project name : Accounts Payable (AP) Czech

Details

Pune, India

+91-8975955568

sagarrathore1891@gmail.com

Date of birth

18/07/1991

Links

[LinkedIn profile](#)

Skills

Marketing Cloud



Sales Cloud



Service Cloud



Salesforce Lightning



MuleSoft



Field Service Lightning



Vlocity



Einstein Analytics Plus



Robotics Process



Automation (RPA)



Automation Anywhere



Blue Prism



IQ Bot



Azure DevOps



Copado



CPQ



SAP



- Worked on the Accounts Payable part through the 3rd party payment vendor
- Created timely tasks and emails which triggered to the end users through Dynamic Sender Profiles
- Domain : Finance

5. Project name : Accounts Receivable (AR) Invoice Posting

- Worked on the Accounts Payable part through the 3rd party payment vendor
- Created timely tasks and emails which triggered to the end users through Cloud Pages
- Domain : Finance

6. Project name : Withdrawal Validation

- Worked on the Withdrawal Validation part through the 3rd party payment vendor
- Worked on Contact Builder, Content Builder, AMPscript
- Implemented and provided service to the client
- Domain : Finance

Robotic Process Automation (RPA) Developer, Wipro Ltd., Pune

March 2017 — March 2018

- Total experience : 1 year as an **RPA Developer**
- Automated existing web-based and system-based manual processes using the automation tools **Automation Anywhere, Blue Prism** and **IQ Bot**
- Domain : Finance

Robotic Process Automation (RPA) Developer, eClerx Services Ltd., Pune

August 2015 — November 2016

- Total experience : 1.3 years as an **RPA Developer**
- Automated existing web-based and system-based manual processes using the automation tools **Automation Anywhere**
- Domain : Telecom

Education

MCA(Management), M.I.T. School of Management, Pune

August 2012 — October 2015

- University : University of Pune
- Percentage : 61.58%

B.Sc.(Computer Science), R.Y.K. College, Nashik

July 2009 — May 2012

- University : University of Pune
- Percentage : 50.92%

H.S.C., D.D. Bytco Junior College, Nashik

July 2008 — April 2009

- Board : Maharashtra State Board
- Percentage : 60%

S.S.C., Adarsh Secondary English Medium School, Nashik

June 2006 — April 2007

- Board : Maharashtra State Board
- Percentage : 76.30%

Rally



Manual Testing



Selenium



IBM Rational Functional Tester



QuickTest Professional (QTP)



Languages

Hindi



Marathi



English



Certifications

1. Salesforce Certified Marketing Cloud Email Specialist
2. Salesforce Certified Sales Cloud Consultant
3. Salesforce Certified Service Cloud Consultant
4. Salesforce Certified Platform Developer I
5. Salesforce Certified Platform App Builder
6. Salesforce Certified Administrator
7. MuleSoft Certified Developer - Level 1 (Mule 4)
8. Copado Certified Developer
9. Copado Certified Administrator
10. Automation Anywhere (AA) Advanced E-Learning
11. Automation Anywhere (AA) Essentials E-Learning
12. Automation Anywhere (AA) Certified Advanced RPA Professional
13. Diploma in Software Testing (IBM Certified)

Internships

Software Tester, MajorBrains Pvt. Ltd., Pune

January 2015 — July 2015

- Total experience : 6 months as a **Software Tester**
- Worked as an intern and performed Manual Testing and Automation Testing
- Domain : Healthcare Services