**Chetan Patil**

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**Email :** chetankp16@gmail.com\_

**SNAP SHOT PROFILE:**

A highly competent professional with 7 years of experience and competencies in the fields of email management for multiple industry verticals. Dedicated senior team member, who can bring to your business: additional professionalism, passion, productive ideas and enthusiasm packed with practical work experience in the field.

**SYNOPSIS:**

To be part of a challenging, fast-paced, dynamic organization & competitive work environment that recognizes sincerity, performance, hard work and fosters excellence growth based on these attributes. To explore and discover my talent which offers me good experience in my life. Use my skills, experience, and talents to be a part of groundbreaking thinking and visionary goals.

**EDUCATION:**

* **Information Science and Engineering – Ghousia colleges of Engineering (VTU), Bangalore.**
* **Diploma in Computer Science – DDBP Polytechnic, Mysore.**

**AREA OF EXPERTISE:**

* **Salesforce Marketing Cloud**
* Working on End to End campaigns.
* Template base build, HTML based, Ampscript**.**
* Realtime campaign creation.
* Deployment in Automation studio, Journey Builder, User Interface.
* Creation List, Data Extension, Filter DE, Data filter.
* Tracking and reports in the analytics builder to fetch reports.
* Audience builder to update on the all contacts to working Data.
* Mobile-opt in and mobile Connect SMS creation.
* IP Warmup plan creations to successfully warming IP.
* A/B testing.
* Sender profile send classification delivery profile creation.
* Account role and user creation.
* FTP setup into marketing cloud
* Landing page creation.
* Integration with sales cloud to marketing cloud.
* Object creation for the journey and creating DE then targeting to Journey for Realtime interaction.
* Post deployment activity campaign monitor.
* Client call, Issue handling.
* Workflow in management
* Litmus for alignment and spam testing.
* **Epsilon – DREAM Mail Tool**
	+ Dynamic and Static Messages
	+ Data Base Processing, list processing, etc
	+ Workflow
	+ Deployment and post deployment activity.

**Certification** :

* Salesforce Certified Marketing Cloud Email Specialist  Credential Id: 19890860
* Salesforce Certified Marketing Cloud Consultant (SU19)
* Salesforce Certified marketing cloud Administrator

**PROFESSIONAL DETAILS:**

**THEOREM INDIA Pvt. ltd, Mysore, India** **5th** December **2013 – 13th May 2019**

**Designation: Campaign Manager**

**Organizational Profile:**

* Working as Campaign Manager in SFMC, since 3.1 years.
* Worked as Client Service Analyst from May 2015 to Aug 2016.
* Worked as Campaign Management specialist from Dec 2013 to May 2015 at **Theorem India Pvt. Ltd** (<http://www.theoreminc.net>)

**Mirum agency, Mumbai, India** **13th** May **2019 – Till date**

**Designation: Campaign Manager**

**Organizational Profile:**

Worked on the below platforms

Content Builder | Automation studio| UI Creation| Subscriber | Data extension | Data Filters | Filter DE | Tracking and Reporting | Quality analyst | Litmus for alignment checking| Journey builder | Amp script | Web studio | Analytic Builder | Audience builder

Content checking | rendering issue | Image and URL issue.

Mobile Studio: Mobile connect

**Roles & Responsibilities**

* Working as Campaign manager for 5 years and managing a team till date.
* **Project management** and handling a team of 10 to 14 members
* Task assign and keeping track of campaigns in the Google doc sheet.
* Working on the **Production** and **Quality analyst**(QA).
* Learnt and provided trainings to other team members on the **Salesforce marketing tools** and deployment
* Review and test submissions to **ensure adherence to corporate standards** and specifications.
* Schedule and book campaigns into SFMC server.
* **Monitor** and edit campaigns, change and modify placements.
* Optimize/analyze campaigns to obtain best results.
* Prepare and furnish bi weekly campaign **performance reports**.
* Analyze the client requirements and assure 100% quality for the process.

**PROFESSIONAL TOOLS KNOWLEDGE:**

|  |  |
| --- | --- |
| * SFMC, Epsilon DREAM Mail, Dream tool, Jira, Filezilla.
* litmus tool, adobe photoshop.
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**PROFESSIONAL ACHIEVEMENTS:**

* Experience in handling high priority accounts in SFMC, DREAM Mail domain.
* Handled team 10 to 14.
* Trained to clear email certification for many reasource.
* Handled more than 3 project in pilot stage.
* Worked on almost all major clients from UK, US to Indian etc.
* Achieved appreciations for good turnaround time and hard work.
* Have got best debutant award.

**MAJOR COMPETENCY AREAS & FACILITATING FACTORS:**

* Fast learner and Hardworking. Open to new ideas good listening skills
* Good verbal and written communication skills in English
* Adaptability: capable of adapting to new environment and grasp work quickly.
* Team player: Share information, contribution to group objectives
* Flexibility: Accommodative in work, time, location, pressure, technology, willing to learn new technologies
* Goal oriented and Determined

**COMPUTER SOFTWARE SKILLS:**

* **Operating Systems:** Windows 7/8/XP.
* **HTML, CSS, Deployment, Automation, List, Data extension, segmentation, subscribers, campaign monitor.**
* **MS office.**

**LANGUAGES:**

English: Excellent Reading, Writing and Speaking Proficiency

Other Language: Marathi, Kannada, Hindi

**PERSONAL DETAILS:**

Father’s Name : Krishnaji Rao.Y

Sex : Male

Date of Birth : 31 May 1987

Marital Status : Single

Nationality : Indian

**PERSONAL TRAITS:**

I judge myself as a hardworking, ambitious and a capable team worker. I can contribute substantially to any venture or organization, I join.

Sincerely,

Chetan Patil