AMRIT PAL SINGH

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CAREER OBJECTIVE:

In quest of a challenging position in the organization that offers me generous opportunities to utilize my skills and abilities while accomplishing personal, professional as well as organizational goals. I am also eager to accept a position in an exciting field that I have not yet had the opportunity to work in.

ACADEMIC DETAILS:

- Bachelor of Computer Applications (BCA) from Punjabi University Patiala in 2016.
- Post Graduate Diploma in Computer Applications (PGDCA) from Kurukshetra University in 2019.

WORK EXPERIENCE:

- 4 Years of experience in **Salesforce Marketing Cloud**.
- Currently working with **Accenture** as **Application Development Analyst.**
- Worked with **INFOSYS Limited** for 3.5 years as **Systems Engineer.**
- Hands on experience in all phases of Software Development Life Cycle (SDLC).
- Excellent Communication and Inter-personal skills, flexible and versatile to new environments, self-motivated a good team player and have worked in multicultural environment.
- Extensive involvement in all stages of application development life cycle including requirements, design, development, unit testing, implementation and creating development documents.
- Experienced in Jira agile project management.

Experience :

Since Aug'16 –April 2020: INFOSYS, Systems Engineer

- **WORKED AS SALESFORCE MARKETING CLOUD LEAD DEVELOPER FOR A LEADING GERMAN MANAGED RETAIL COMPANY –**
    - Designing of different marketing, transaction emails & content blocks in Email Studio using AMPscript.
    - Using HTML and CSS to create interactive emails as per the requirements.
    - Creation of Journeys in journey builder to reach to customers through emails or push notifications.
    - Worked on Automation Studio to perform data management activities and send email.
    - Sending Push Notifications to Customers mobile app using Mobile Studio and automation.
    - A\B testing to measure the performance of the email.
    - Using Marketing Cloud Connect to integrate with service cloud
- **WORKED AS TABLEAU DEVELOPER FOR A LEADING AMERICAN MANAGED SHIPPING COMPANY** –
    - Analysis of business requirements.
    - Developed reports and dashboards from extract connections for better business decisions.

Since April 2020 - till present: Accenture, Application Development Analyst

- **WORKED AS SALESFORCE MARKETING CLOUD DEVELOPER FOR A LEADING US BASED BRAND –**
  - Handling multiple CRM Campaigns from End to End
  - Developing emails for CRM: customer relationship management that includes order, Subscription related information.
  - Using postman to perform integration testing with Marketing Cloud APIs.
  - Working with Marketing Cloud Connect to integrate with service cloud.
  - Integrating SFMC with system using APIs

TECHNICAL SKILLS:

- **Salesforce Marketing Cloud**: -Email Studio, Automation Studio, Journey Builder, Mobile Studio, Content Builder, Contact Builder.
- **Others** – Salesforce Marketing Cloud, Ampscript, HTML, CSS
- **Database** –SQL Server 2016, Oracle.
- **Tools –** Eclipse, Tableau 10.4, SQL, Jira, Confluence, ServiceNow,

Certifications:

- Infosys certified Global Agile Developer
- Infosys Certified Salesforce Marketing Cloud Email Specialist

ACHIEVEMENTS:

- Commended and appreciated by clients many times for providing valuable support during development and post-development phases.
- Nurtured the team efforts and strengthened the support resulting in getting the Insta Award from Infosys.
- Proposed an idea to client which helped in bringing more business for Infosys.

PERSONAL DETAILS:

- Date of Birth   19/November/1992
- Gender   Male
- Marital Status   Single
- Nationality   Indian
- Languages known   English, Hindi, Punjabi

Declaration:

I hereby declare that all the information mentioned above is true to the best of my knowledge.

Thanking you in anticipation,
Amrit Pal Singh.