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| 7 Best Salesforce Administrator Certification Exam [CRT -101] Courses and  Practice Tests in 2022 | by javinpaul | Javarevisited | Medium**saylee kothavade** Email : saylee.kothavade@gmail.com  |  |
| **PROFILE SUMMARY*** Experienced marketing professional with 4.6 years of experience, specializing in Salesforce Marketing Cloud and MC Account Engagement.
* Proven ability to implement and optimize marketing automation strategies, resulting in increased engagement metrics and substantial revenue growth.
* Skilled in utilizing data-driven insights to develop targeted campaigns, enhance customer journeys, and achieve measurable business results.
* Actively seeking opportunities to contribute expertise and innovative thinking to a dynamic team dedicated to achieving marketing excellence.

**CERTIFICATIONS*** Salesforce Certified Administrator
* Salesforce Certified Marketing Cloud Administrator
* Salesforce Certified Marketing Cloud Email Specialist
* Salesforce Certified Marketing Cloud Developer
* Salesforce Certified Marketing Cloud Consultant
* Salesforce Certified Marketing Cloud Account Engagement Specialist

**ORGANIZATIONAL EXPERIENCE**

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| **Organization** | **Current Designation** | **Duration** |
| **Krios Info Solutions Pvt. Ltd.** | **Marketing Cloud Developer** | **2.9 year** |
| **Deven Infotech Pvt. Ltd** | **SEO Executive** | **1 year** |
| **Spopli Web Development and Web Services** | **SEO Trainee and Executive** | **1 year** |

**EDUCATION*** MSc (I.T) from North Maharashtra University with 63% (2012)
* BSc (I.T) from North Maharashtra University with 72% (2010)
* HSC from Nasik State Board(2007)
* SSC from Nasik State Board(2005)
 | **SALESFORCE SKILLS*** Salesforce CRM
* Objects & Fields
* Workflow Rule
* Process Builder
* Security Model
* SOQL,SOSL

**MARKETING SKILL*** Mobile Studio
* Email Studio
* Journey Builder
* Web Studio
* Social Studio
* Interaction
* Audience Builder
* SEO, SMO

**INDUSTRY KNOWLEDGE*** Marketing Cloud
* MC Account Engagement
* Sales Cloud

**LANGUAGES*** AMP Script
* Java Script
* SQL

**WEB*** HTML, CSS
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**PROFESSIONAL DEVELOPMENT**

**Presentations:**

 Presented Marketing Cloud Products and Related Products to the Trailblazer community.

**PROJECTS**

* **Salesforce Developer**

 **Client: Confidential**

 **Responsibilities:**

* Gathered and analyzed project information, documenting functional and nonfunctional requirements.
* Customized Sales Cloud for price books, quotes, and custom orders.
* Implemented business logic using validation rules for data integrity and Lightning Flows for process automation.
* Utilized sandboxes for testing and code migration between environments, ensuring smooth deployment of Sales Cloud configurations.
* Led the development of a comprehensive lead-to-cash solution for sample management in a pharmaceutical company, covering the entire sales lifecycle within the Sales Cloud environment.

**Environment:** Salesforce.com, Reports, Dashboards, Validation Rule, Custom Object, Flow Builder

* **Salesforce Marketing Cloud Account Engagement Specialist**

 **Client: Confidential**

 **Responsibilities:**

* Ensured seamless data synchronization across multiple Account Engagement instances, maintaining custom field consistency for improved data accuracy and efficiency.
* Updated Account Engagement's country field to comply with GDPR standards, introducing a new custom field aligned with Salesforce defaults, resulting in enhanced data privacy and regulatory compliance.
* Customized Account Engagement syncing for specific users with a "Sync to Account Engagement" custom field, managed permissions using "Marketing Data Sharing," leading to tailored data access and improved data security.
* Enhanced user experience in Account Engagement by adapting field names in dynamic forms for multilingual support, catering to diverse audiences and improving usability.
* Implemented automation rules in Account Engagement to optimize workflows based on regional requirements and business processes, resulting in streamlined operations and increased productivity.
* Established segmentation rules in Account Engagement to create targeted prospect lists based on country-specific criteria, refining marketing strategies and improving campaign effectiveness.
* Developed and updated 750 Account Engagement forms in multiple languages, incorporating privacy text and legal disclaimers as per country requirements, enhancing compliance and user transparency.

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**Environment:** Account Engagement, API, Salesforce Sales cloud, Salesforce CRM Integration, Forms, Engagement Studio, Automation, Lead Scoring and Grading, Email Marketing, Reporting and Analytics

* **Salesforce Marketing Cloud Consultant**

 **Client: Confidential**

 **Responsibilities:**

* Created multilingual email templates using AMP script for dynamic content.
* Designed HTML templates with JavaScript for enhanced user interaction.
* Implemented AMP script for dynamic content and personalized recommendations.
* Utilized APIs and mobile events for timely milestone notifications.
* Integrated mobile apps with Mobile Studio for efficient data management.
* Added SDKs for Android and Apple platforms for seamless user experiences.
* Employed UTF-8 and JavaScript in Cloud Pages for accurate data handling.
* Automated processes using SQL queries, JavaScript, and AMP script for streamlined workflows.
* Managed file transfers securely using FTP activities.
* Developed tailored communication strategies using JavaScript solutions.
* Integrated Sales Cloud with Salesforce Marketing Cloud for unified data flow.
* Managed Cloud Page forms, Data Extensions, and dynamic data handling with AMP script.

**Environment:** API’s, Java Script, AMP Script, FTP, Excel, SQL, Sales Cloud, Automation Studio, Journey Builder, Email builder, Contact Builder, Mobile Studio, Web Pages