

Tabish Iqbal

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Career Abstracts

- **IT Professional with over 3 years of experience in the field of Digital Marketing.**
- Presently associated with **MINDTREE** as **Senior Software Engineer (Salesforce Marketing Cloud)** from **Oct'21 to Present**.
- Gained exposure in the **Digital Marketing** field using **SFMC**.
- Working effectively with minimal guidance and with effective productivity.
- A skilled communicator with strong interpersonal & relationship management skills.

Technical Skills

Technology	Skills
Tool	Salesforce Marketing Cloud (Exact Target), JIRA, MS Office, Confluence, Teams, Citrix
Scripting Language	AMP Script
Databases	SQL server
Web Technologies	CSS3, HTML5
Applications	Windows & Web Applications, Winscp, DLT platform
Software Development Methods	Agile, Waterfall
Architectures	Basic MVC

Job Responsibilities in Digital Media Marketing

- Certified Marketing Cloud Email Specialist, Salesforce Marketing Cloud Consultant and Salesforce Marketing Cloud Administrator
- Designed, developed and implemented email/sms/push marketing campaigns.
- Consulted with clients for email/sms/push marketing campaign planning.
- Gathering requirements and understanding the requirements and implementing the same in the projects
- Provide an end-to-end solution for each requirement.

- Familiar with AGILE methodology.
- Working on Dynamic Email templates, creating dynamic rules for emails, creating Data Extensions and Creating SMS
- Developing HTML emails and setting up in the SFMC
- Testing email rendering and fixing issues in various mobile, desktop and web domains.
- Designed and implemented Reports to monitor the performance of campaign
- Aware about the Marketing Cloud Connect Functionalities.
- Complete root cause analysis of defects.
- Conduct A/B testing on Clients demand.
- Aware about Integration of Salesforce Sales Cloud features with Salesforce Marketing Cloud.
- Worked extensively on Studios like (Automation, Email, Mobile)
- Understanding and creation of High Level and Low Level technical documents.
- Proficient in Marketing Cloud SMS/Push/Email Campaign.
- Database design, module level logic and review with team lead.
- Backup for Team Lead used to generate daily reports and weekly reports.
- Attend client calls regarding project discussion/ Gave session to client about the awareness about SFMC tool
- Email/SMS/Push communication.
- Received appreciation from client.

Key Projects

Project# : Salesforce
Client : Adidas (Order Life Cycle)
Tools : SFMC, Confluence, Jira

- Involve in Sprint Planning, Estimating the Story Points based on requirement and Retrospective Call.
- Worked in Multiple BU across different regions.
- Worked in Shared Data Extension, Shared Email Template and Local Email Template.
- Worked in Multiple Migration Stories from Local to Shared templates.

- Involved in development of Content Block in order to form Template based Email along with the Region block code and Global Validation.
- Involved in providing the optimal solution for various development stories and helping the other team members.
- Worked in the development of Transactional SMS/Email/Push Notification.
- Worked in logic-based Automation and Journey builder to achieve better engagement of Customers.
- Performed Unit testing, Regression Testing and Sanity check to prepare the checklist before Rollout.
- Involved with other teams like OMNI,TIBCO in Mapping/ receiving the Payload.
- Worked in Triggered Send Definition emails.
- Able to deliver On-request rollout campaigns before Launch date.
- Involved in Updating the confluence pages with latest information.
- Worked in multiple development , defect, analysis stories.
- Received appreciation from the Product Owner, Scrum Master and team member.

Project# : Salesforce Marketing Cloud Development

Client : Tata Capital (TCHFL & TCFSL)

Tools : Journey Builder, Automation Studio, SQL, Email Studio, Contact Builder, Winscp,CLM,

- Gathered and analyzed requirements for the new campaigns.
- Proposed different solution approaches for achieving a particular functionality and helped the client make the final decision.
- Provided end-to-end solution for setting up the data extensions, SQL logic, Automation setup and journey builder setup, Contact builder setup.
- Leveraged Journey Builder and Automation Studio different Activities to target the subscribers for multiple engagements.
- Involved in creating reports/Analysis for various campaigns.
- Involved in whitelisting the SMS content on DLT platform
- Worked on providing the access of third parties with SFMC FTP file location.
- Implemented the Data syncing from SFDC into SFMC
- Created and Managed the Single Blast/Report based/ top most priority Campaign

Qualification

B.Tech in Computer Science Engineering (2019 passout), from IIMT College of Engineering, Gr.Noida.

Personal Details

Date of Birth : 11-July-1995
Sex : Male

Address : Noida
Languages : English, Hindi.

(Tabish Iqbal)