

Prerna Takawale

Sr Digital Marketing Associate

CONTACT

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SKILLS SUMMARY

TECHNICAL SKILLS

CRM(Salesforce)
Salesforce Lightning
Security Model
Email Studio
Journey Builder
Process Automation
Marketing Automation
Email Marketing
Social Media Marketing
Hootsuite

PERSONAL SKILLS

Innovative thinking
Punctual
Leadership quality
Good communication skills
Learning agility: Quick learner
Dedication and enthusiasm

AWARDS RECEIVED

🏆 Rewarded as Performer of the month Feb-2019 for giving maximum leads

🏆 Stood sixth in ranking for social media pubsite for monthly visitors in the Month of Feb 2019

CERTIFICATION

Salesforce Admin
Ethans Tech

Marketing Cloud Email Specialist
Trailhead (Pursuing)

Salesforce Marketing Cloud Email Studio
Udemy

Digital Marketing
Advanto Software

PERSONAL PROFILE

I am seeking a competitive and challenging environment where culture of freedom and working for initiative is ensured.

COURSE EXPERIENCE

Salesforce Admin | Ethans Tech

- Have hands on experience on custom apps, console custom objects, custom fields
- Worked on validation rules, formulas, rollup summary fields
- Designed the sharing settings, profiles, role hierarchies, sharing rules
- Designed and created process automation using workflow, process builder
- Implemented approval processes with multi level of approvers
- Designed and deployed email templates with merge fields
- Worked on Salesforce classic as well as lightning interface

WORK EXPERIENCE

Email Marketing & Social Media Marketing

Machintel Systems Pvt Ltd | July 2018 to September 2020

- Manage the planning, development and execution of email campaigns for multiple brands
- Develop and execute email segmentation, acquisition, retention, and response strategies
- Prepare, test and schedule daily email to meet exact target leads
- Cleaning and manipulating large email distribution lists
- Comfortable with tight deadlines and a fast work environment
- Intermediate Excel skills
- To maintain social media presence across platforms including Facebook, Twitter and LinkedIn
- Generate, edit, publish and share daily content that encourages audience engagement and growth of accounts
- Assist with daily scheduling of content for marketing and promotion
- Work with internal departments to determine content and timing of posts

EDUCATIONAL HISTORY

PGDM (Marketing)

Welingkar Mumbai (Pursuing)

Bachelor of Engineering

Dr. D. Y. Patil School of Engineering and Technology

Diploma

MAEER'S MIT SSPP

HSC

St. Mira's College For Girls

SSC

Kendriya Vidyalaya