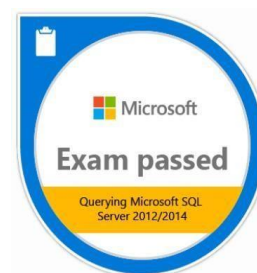


GAURAV SINGH

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Signature Success Engineer : Salesforce INDIA

PROFILE SUMMARY

- A result oriented professional with **6.8 years** of experience in developing windows applications, web applications, web services in Visual Studio .net IDE using **Salesforce Marketing Cloud, C# .net 4.0/4.5, ASP.net, ADO.net, SQL Server**.
- Currently working with **SALESFORCE INDIA** as **Signature Success Engineer**.
- Worked with **INFOSYS Limited** for 5.5 years as **Technology Analyst**.
- Worked extensively with automation studio, Journey Builder, Email Studio, content builder, trigger sends, SOQL, import automations, for multiple campaigns from end to end.
- Experience in SQL server database design, database maintenance, developing T-SQL queries, stored procedures, functions using SQL server 2008, 2012.
- Effective in working independently and collaborator in team.

Certifications and accolades

- **Salesforce certified Marketing Cloud Email Specialist**
- **Ranger in Salesforce trailhead**
- **Exam 70-461 Querying Microsoft SQL Server 2012/2014**

TECHNICAL SKILL SET

- SFMC: Salesforce Marketing Cloud
- **Email Studio, Content Builder, Automation Studio, Journey Builder, AMP Script.**
- Handling multiple CRM Campaigns from End to End.
- Leading a team of 4+ developers following **AGILE/SCRUM process**
- Microsoft .Net 3.5/4.0/4.5, C#, Asp.Net, AJAX.
- Understanding of Entity Framework.
- Visual Studio 2008, 2012, 2015. SQL Server 2008/2012.
- TFS 2010 – Source control, test-cases, defect tracking, build and deployment.
- Effective Customer Interaction and co-ordination of development activities.
- Experience with complete application development lifecycle including Requirements Gathering, Analysis, Designing, Coding, Testing and Deployment. .

EXPERIENCE

1. **Since Apr'20 – till present: Salesforce India**
Signature Success Engineer
2. **Since Oct'14 –April 2020: INFOSYS, Technology Analyst**

Project Overview:

Client: Adidas

Period- (June 2018- April 2020)

Project: CRM

Role: Salesforce Marketing Cloud developer

- Developing emails for CRM: customer relationship management that includes account, order, membership related information.
- Testing, debugging and deploying in production environment.
- Using amscript, HTML, CSS and SFMC techniques for developing the mails.
- Extensively working on Automations, Journey, Emails, triggered send definitions, SOQL Queries in Salesforce.

Client: One of the leading Bank in UK/USA.

Period- 12 Months (May 2017- May-2018)

Project: LD & CM

ROLE:

C# .NET, AND MS SQL SERVER .

- Portal development using ASP.net, C#, SQL
- Applications development in three tier architectures using Asp.Net, AJAX, Java-Script.
- Contribution to requirement gathering, SRS and Technical design specifications.
- SQL database optimization, query performance improvements.
- Development of SQL Procedures and functions.
- Review .Net and SQL code to conform to Standards.
- Asp.Net Web Services development.
- Training End users and Application support teams.
- Help the team with Technical documentation
- TFS 2010 for source control, build, test cases and defect tracking
- Real-time Dashboard design and Development.

Client: One of the leading food and Beverage Company in USA.

Period- (January 2015-April 2017)- 27 Months

Project: Domain Management & Dashboard

ROLE:

Developer C#/ASP .NET AND SQL SERVER.

- Written Stored Procedures, functions using T-SQL in SQL Server 2012.
- Developed Cascading Style Sheets for user interface uniformity throughout the application.
- Developed and consumed Web Services.
- Used HTML, JAVA Script, and Ajax for developing controls and web forms.
- Extensively used Grids with Sorting, Paging, Editing and updating functionality.
- Implemented template columns for custom Nested Grid-View.
- Developed User Documents.
- Handled many production issues and enhancements to the existing portal and provided production support.

EDUCATION

- 2014** Masters of Computer Applications
National Institute of Technology, Raipur
- 2011** Bachelors in Computer Application
University of Allahabad