

**Priti Prashant Doke**

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**Objective:**

To work with full dedication in a challenging and rewarding atmosphere, while adding some significant values to the organization with my technical skills, expertise, passion for learning and desire to excel and to gain professional skills while working with support of competent peers and guidance leader which will further enhance my career ambition of rising to pinnacle of success.

**Professional Exposure**

- 3.9 years of professional IT work experience. administrator
- Environment: Salesforce.com platform, Marketing cloud, job explorer, App log, SQL, salesforce.complatform, reports, dashboards.
- Keywords: AMPscript, APIs, Triggered sends, FTP, Integration, Journey builder.

**Key Skills:**

- Certified Salesforce Marketing Cloud Email Specialist
- Certified Salesforce Administration.
- Good Knowledge of usage and configuration of Marketing Cloud
- Certified in Software Testing from Profound
- Well acquainted with Manual /Testing

**Work Experience:**

**1.)**

Company: Cognizant, Pune

Time Line –April 12, 2017-Present

Process:Salesforce Marketing Cloud Support(Exacttarget)

Current Profile: Tier 1, Process Executive

**Business Profile:**

I joined this project in April 2017 as Marketing Cloud support team, since we are supporting application spread across the world.

**Salesforce Marketing cloud**

- Brief Knowledge about Email Studio.  
Creating campaigns using Email studio and Journey builder. Creating journeys for email campaigns in journey builder.
- Profound knowledge of integration of Marketing cloud and Salescloud.

- Work with triggered send and automation.
- Brief knowledge about FTP protocol.
- Support issues related to Reply Mail management, Profile center, Sender profile
- Working with the clients issue on real time basis to replicate the issue and resolve at the same time.
- Help client to Create and Build Impactful emails and landing pages.  
Guide the users to integrate the Salesforce and the Marketing Cloud application
- Help the user to locate the files on the FTP and also make sure that all the correct files are present for them to complete their tasks.
- Explain and brief the users about the workflow in the Marketing Cloud application. Well versed with Reporting.
- Good knowledge of how the Salescloud application works so that we can get the data from Salescloud into Marketing Cloud and use to our benefit.
- Good with Triggered sends (Transactional & Commercial).  
Fetch the real time error logs from Applog and Program History+ applications.
- Run SQL queries if desired results mismatch in the application and in the reports, also to find the exact details of email sending.
- Primary job is to understand client's business requirement and provide apt solution. ▪ Creating custom tabs, fields, custom field relationship, and custom report types.
- Creating and modifying record types and page layout.  
Handling data management issues like bulk import,export,update and delete data.
- Well versed with Reporting.
- Good knowledge of how the Salescloud application works so that we can get the data from Salescloud into Marketing Cloud and use to our benefit.
- Good with Triggered sends (Transactional & Commercial).
- Fetch the real time error logs from Applog and Program History+ applications.
- Run SQL queries if desired results mismatch in the application and in the reports, also to find the exact details of email sending.
- Primary job is to understand client's business requirement and provide apt solution. ▪ Creating custom tabs, fields, custom field relationship, and custom report types.
- Creating and modifying record types and page layout.
- Handling data management issues like bulk import,export,update and delete data.
- Handled Sender profile, delivery profile as well.

## **Technical Skills**

- Application - **Salesforce**
- Technology – Cloud Technology
- Back End - SQL.
- Domain – **Marketing Cloud**
- Functional Tools – Platform of salesforce.com, VMware for troubleshooting & monitoring and Citrix to connect with clients system, applog for intellect RCA, SQL to fetch database, Creating manual Test cases.
- Hands on experience in MS-SQL and database.

## **PROFESSIONAL RECOGNITION**

- An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities.
- Successfully Completed Email marketing cloud certification-2017.
- Received many client appreciations and accolades for successfully consulting to client's application.
- Completed email writing course and maintenance of badges of salesforce.
- Awarded as customer hero badge

## **EDUCATION**

### **Masters of Engineering (ME-IT)**

University Of Pune, year of passing – 2017

### **Bachelor of Engineering (BE-IT)**

University Of Pune, year of passing – 2014

### **Higher School Certificate Exam**

Maharashtra Board, year of passing – 2009

### **Secondary School Examination**

Maharashtra Board, year of passing – 2007

## **CERTIFICATION**

- Salesforce Marketing Cloud Email Specialist.
- Certified Salesforce Administration.
- SOFTWARE TESTING from Profound Edutech, Pune.
- Core JAVA from SEED Pune.

## **PERSONAL DETAILS**

- **Permanent Address** :- RH-76, sai nisarg society, govind garden, pimple saudagar,Pune.
- **Date of Birth** :- 6<sup>th</sup> November1991
- **Language Known** :- Marathi, English and Hindi
- **Nationality/Religion** :- Indian
- **Interest & Hobbies** :- Traveling, reading novel

## **DECLARATION**

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

**Place: Pune**

**Date:**

**Priti Doke**  
**(Signature)**