**NANCY AGRAWAL**

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**Summary:**

Marketing Automation Expert with good experience in Data Analysis and Campaign Management Projects. About 2.2 years of experience in Marketing Automation field. Working as a developer with extensive hands-on experience in Salesforce Marketing Cloud. End-to-end implementation experience as Developer of projects using Salesforce Marketing Cloud.

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**Experience:**

**Cognizant | Salesforce Marketing Cloud**

* Working as a marketing cloud developer with deep understanding of platform functionalities, campaign design and strategy, processing strong skills in best practices of Email Marketing.
* Extensive hands-on- experience and implementation understanding Cross Channel Campaign Management Program with experience on different SFMC modules like Email Studio, Web Studio, Automation Studio, Journey Builder, Contact Builder, Analytics Builder, user access and security management.
* Document the high level and low level design.
* Possesses good skills in providing campaign analytic reports as a part of continuous performance monitoring, interact with clients to understand use-cases and design &

implement enhancements.

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| **Date** | **Project Details** |
| November 2019 - Till date | Manulife Canada |
| May 2019 – November 2019 | TOTAL M-SFDC Support Marketing Cloud |
| January 2019 – May 2019 | Takeda – SFMC Phase 2- AUG 2018 |

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**Education:**

Bachelor of Technology (Computer Science and Engineering) - 2018

MAKAUT – West Bengal

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**Specific Areas of Expertise:**

* SFMC – Email Studio, Journey Builder, Automation Studio, Web Studio, Ampscript, Content Builder, Contact Builder, Analytics Builder, SSJS.
* Programming Language – Java
* Database – DBMS, Oracle
* Scripting Languages – HTML, CSS

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**External Certifications:**

* Salesforce Certified Marketing Cloud Consultant.
* Salesforce Certified Marketing Cloud Email Specialist.

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**Soft Skill:** Good Communication Skill, Fast learner, Good Presentation Skill.

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**Personal Details:**

* + **Date Of Birth :**3rd September,1996
  + **Nationality :**Indian
  + **Languages Known :**English, Hindi
  + **Hobbies :**Listening To Music, Playing Games, Cooking.

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**[NANCY AGRAWAL] Date:**