

SALMAN

SFMC DEVELOPER

CONTACT

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SKILLS

- Salesforce Marketing Cloud
- Journey Builder, Scenarios
- Automation Studio
- Email, Mobile, Social, Advertising, Web Studio
- Analytics using Analytics builder and Reports on Bloomreach CDXP
- Personalization using AMPscript and Jinja
- SQL
- Basics of HTML, CSS and JavaScript
- A/B Testing
- API Integration using REST and SOAP
- Bloomreach CDP tool
- Adding Facebook Ad audience.
- Marketing Automation Best Practices
- Using JS SDKs to perform Customer tracking from the frontend of the website.
- De Morgan's laws used in Data filtration.
- Almost Native level communication skills

EDUCATION

B.com 2018-2021

GITAM University

PROFILE

Results-driven SFMC developer with more than 5 years of experience. Expert in implementing and optimizing Salesforce Marketing Cloud solutions to drive data-driven marketing campaigns. Seeking a role to leverage my skills in SFMC development, Bloomreach CDP, automation, and integration for impactful marketing initiatives in a dynamic environment.

WORK EXPERIENCE

SFMC Developer

Bloomreach

2022-2023

- Helping clients perform their marketing operations using Salesforce Marketing Cloud and Bloomreach CDP tool.
- Used HTML, CSS SQL, AMP Script, JINJA to build customized solutions that support critical business campaigns.
- Used Bloomreach CDP for tracking customer behaviour and perform analysis on Customer behaviour.
- Use Scenarios, Journey Builder to curate Customer journeys for clients' campaigns.
- Worked on sending Emails, SMS, push notifications..etc.
- Created Customer segmentation which can be used in selection of audience for campaigns, Data Extensions, Data Filters and Filters,.
- Used automation studio for performing activities imports, exports and SQL queries to build targeted audiences & Extract Data.
- Send configuration, Trigger sends, user -initiated sends, Salesforce Sends, Test Sends, etc.
- Tracking the total number of emails sent and opened, extracting the reports according to the requirements.to send follow-up emails

Consultant

BCD Travel

2017-2022

- Worked on Email Studio, Content Builder, Contact Builder, Automation Studio, Journey Builder in marketing cloud
- Created Data Extensions, Data Filters and Filters, Created User Initiated emails.
- Used automation studio for performing activities imports, exports and SQL queries to build targeted audiences & Extract Data.
- Send configuration, Trigger sends, user -initiated sends, Salesforce Sends, Test Sends, etc.
- Tracking the total number of emails sent and opened, extracting the reports according to the requirements to send follow-up emails
- Creating templates and many sender profiles, send classifications and associated them according to the client's request.
- Checking the data of email studio of different types of bounces.
- Worked on salesforce marketing cloud integration with SFDC.
- Configured the Account, Business Units and data filters, created new users, assigned appropriate roles and configured security settings.
- Used HTML, SQL, AMP Script to build customized solutions that support critical business functions

Associate

Aegis

2015-2017

- I was on the Expedia Travel Voice Support team helping Customers from APAC region with issues related to their Travel Bookings.
- Was helping customers Book, Change and Cancel their bookings.
- One of best performers on the team with high CSAT scores.