Dinesh
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PROFESSIONAL SUMMARY

Having **6** years of experience in and a versatile individual with a diversified skill-set, industry experience and zeal to excel in life with a great interest in **Salesforce Marketing Cloud**.

EXPERIENCE

- Experience in **Salesforce Marketing Cloud**: Email Studio, Journey Builder, Data Extensions, Send Classifications, Transactional & Promotional Campaigns.
- Experience in writing SQLs for Data Segmentation & Reporting. Personalization strings and AMP script for dynamic content as per business needs.
- Skilled in navigating Automation Studio and executing a range of activities tailored to meet specific business scenarios.
- Skilled in maximizing the potential of Journey Builder by implementing a variety of Contact Entry strategies for customized outcomes.
- Proficient in generating reports using standard report templates and customizing new report formats to align with client requirements
- Proficient understanding of Mobile Studio, encompassing both Mobile Connect and Mobile Push capabilities.
- Proficient in setting up Users, Profiles, Roles, and Permissions to align with specific business needs.
- Experienced in using Litmus and Email on Acid to improve email quality through testing and optimization.
- Experienced in utilizing Claravine for accurate link monitoring and tracking.
- Working Knowledge on Sauce Labs for SMS & Push message previews.

SKILLS

- **Salesforce Marketing Cloud:** Journey Builder, Email Studio, Mobile Studio – Mobile Connect, Automation Studio, Contact Builder, Content Builder, Cloud pages, A/B Testing
- **Scripting:** AMP script, HTML, CSS
- **Tools:** FileZilla, Postman
- **Email Testing**: Emailonacid, Litmus
- **Tracking**: Claravine
- **Others:** Quick learner, Team-player, Risk management, Adaptability, Proficient communication

CERTIFICATIONS

- Salesforce Certified Marketing Cloud Email Specialist
- Google Digital Unlocked – The Fundamentals of Digital Marketing

EDUCATION QUALIFICATION

- Bachelor of Science in **Computer Science** from MATS University (2012 – 2015)
- PGDM - MBA in **IT & HR** from Carlton Business School (2018 – 2020)

PROFESSIONAL EXPERIENCE

- Working as a **Senior Software Engineer** with **Epsilon** from **Mar 2023 to Dec 2023**.
- Worked as **Associate Projects** with **Cognizant** from **Sep 2020 to Feb 2023**.
- Worked as **Technical Recruiter** with **Covenant Consultants from Aug 2016 to Dec 2019**.

PROJECTS WORKED ON

Project #4

Client   : **GlaxoSmithKline**
Role   : Senior Developer
Duration   : March 2023 – Dec 2023

Responsibilities:

- Creating Data Extensions, Data filters, & Email templates as per the requirement.
- Implementing Automations using different starting sources with activities like – File Transfer, Data Extract, Import File, SQL Query, Filter
- Developed and maintained large volumes of deadline-driven email campaigns and configured them.
- Running weekly campaigns and monthly campaigns.
- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends and opens & extracting the reports according to the requirements to send follow-up emails.
- Experience on cloud pages and web pages.
- Experience on ad hoc email campaigns and recurring campaigns as well.
- Configured the customer journeys with the client on Journey Builder.
- Conducted A/B testing and did recommendations accordingly.
- Written diversified SQL queries to build target audiences.
- Written SQL queries on Data Views to extract tracking data for reposting.
- Created several templates, Sender Profiles, Delivery Profiles, Send Classifications and associated them according to the client's request.
- Used AMP script to make emails more personalized and engaging
- Integrated Litmus for comprehensive email testing, resulting in enhanced user experience and increased engagement rates
- Used Claravine to organize data and improve marketing results by gaining clear insights and making processes more efficient

Project #3

Client   : **TriZetto**
Role   : Developer
Duration   : July 2022 – Feb 2023

Responsibilities:

- Involved in analyzing the requirements of the application.
- Worked with Marketing managers and converting their strategy in Marketing cloud.
- Managing subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries.
- Executed day-to-day email marketing activities including, but not limited to, email campaign set-up, testing, tagging and deployment of one-time, recurring, triggered, and dynamic content-driven campaigns.
- Conduct A/B tests on the Subject Lines, Emails, Preheaders and Content areas for email promotions. Identify measures of success and report on the outcome.
- Used Automation Studio for performing actions such as imports, exports, and SQL query activities.
- Managed automated email campaigns in the email service provider platform, including setup, testing, deployment, reporting.
- Set up workflows for marketing in ExactTarget which will send out emails based on time intervals.
- Design and develop 1000+ emails a month using Exact Target (SFMC) to meet company requirements as per expectations.

Project #2

Client   : **AbbVie**
Role   : SFMC Developer
Duration   : Dec 2021 – July 2022
Responsibilities:

- Managed automated email campaigns including setup, testing, deployment and reporting.
- Created different Data Extensions, Data filters, and associated them to different campaigns.
- Conducted A/B tests on the copy, layout, offers and targeting of email promotions, identify measure of campaigns success rate and report on outcome.
- Support various strategies via manual and triggered campaigns across the customer journey lifecycle including transactional emails.
- Build effective target audiences and segments for every message to drive engagement and revenue performance against KPI goals.
- Use customer data to drive the content personalization.
- Manage and execute Email/SMS (Mobile Connect) marketing calendar and ensure alignment with business priorities, demand forecasts, and report to internal stakeholders.

Project #1

Client   : **AIA Group**
Role   : SFMC Developer
Duration   : Oct 2020 – Dec 2021

Responsibilities:

- Delivering B2C (business to consumer) or B2B (business to business) integrated marketing campaigns with the aim of acquiring and retaining customers.
- Manage the procedure, implementation, tracking and measurement of marketing campaigns.
- Oversee the work of internal agencies, such as developers, who will deliver much of the campaign activity.
- Multi-layered quality assessment of emails within marketing campaigns.
- Ensure that the organization's brand and identity is adhered in campaigns and in all communication channels.
- Design/architect custom campaign data model based on requirements.
- Creating the email templates, SMS templates with custom keywords.
- Develop end-to-end Marketing cloud solution using Contact Builder, Journey Builder, Content Builder, Mobile Studio, Email Studio.
- Setting up the Sender Profiles, Delivery Profiles & Send Classifications according to the targeted audience.
- Making complex journeys through the Journey Builder based on different Contact Entry types.
- Monitoring client's automation and troubleshooting problems in any ongoing or scheduled automation.