

## **RESUME**

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**Total Experience 9.5 Years.**

**Relevant Experience 3 Years** in Salesforce Marketing Cloud Developer.

**Certification** -Salesforce **Certified** Marketing Cloud **Email Specialist**.  
Salesforce **Certified** Marketing Cloud **Developer**.  
Certification Link- <https://trailblazer.me/id/vkalal3>

### **Salesforce Channels and Technologies:-**

Salesforce CRM, SFMC, Email Studio, Automation studio, Journey Builder, Contact Builder, Cloud Pages, Mobile Studio (Basic), Analytic Builder, Content Builder, REST and SOAP API's.

- Experience of working with multi-cultural and geographically disparate teams.
- Highly customer focused attitude, sense of ownership, responsibility & teamwork.
- Experience of working in tight deadlines.
- Excellent communication skills and ability to work efficiently in teams and individually.

### **Technical Skills:-**

- **Languages Known:** SQL, AMPScript, HTML, CSS
- **O/S:** Windows.
- **Tools-** SFMC, Adobe Photoshop, CorelDraw, Postman, Jira, Flex cube, Mailjet, CRMNext.

### **Educational Qualification:-**

- Class **Xth** from Nandurbar, Maharashtra Board in 2006.
- Class **XIIth** from Nandurbar, Maharashtra Board in 2008.
- **B.B.A.** in Marketing from Sinhgad Institute,Pune University in 2011.
- **M.B.A.** in Marketing from Sinhgad Institute, Pune University in 2013.

### **Professional Experience:-**

#### **eClerx Services Limited.**

**Designation-** SFMC Developer (Associate Process Manager) 24 Sep 2022 to till now. **(9 Months....)**

**Roles & Responsibilities:-**

- Design, develop and deliver Automation and campaigns using the SFMC Platform **Email Studio, Content Builder, Automation studio, Journey Builder and Contact Builder**.
- Work on File Transfer, Data Extract and Importing Data from FTP.
- Test, Peer QA, Pre-deployment and Migration of SFMC Campaign from Picasso.
- Collaborate with team members development and deployment activities.

#### **Technovera Service Pvt Ltd.**

**Designation-** Salesforce Marketing Cloud Analyst- 16 Sep 2020 to 22 Sept 2022. **(2 Years Exp.)**

**Roles & Responsibilities:-**

- Work on Complex **B2B** Campaign and Advance **SQL** Query and Logic.
- Work on **Cloud pages**.
- Integrate **Soap and Rest API** for real-time data exchange and for **Triggered send** email.
- Design, optimize and execute campaigns using strategies such as **A/B Testing, throttled sending**.
- **Personalize** email content for custom customer experience i.e. **Dynamic Content, Advance Dynamic Content**.
- Leverage AMPScript for dynamic content to include information from DE in emails and to **Update DE** with information from **landing pages**.
- Solid understanding of Marketing Cloud **Email tracking and reporting** capabilities.

- Work with **Data Extensions, Profile management**, and **Subscriber DE**.
- Update and maintain Relational **Data Model**.
- Create different Data extensions and associate them to different **campaigns**.
- Respond to common business requirements and perform administrative functions in SFMC.
- Develop different Email templates by using **AMPScript, HTML and CSS**.
- Used Automation Studio for performing actions such as **Imports, Extracts and SQL query**.
- Coordination of day-to-day email activity, Email building and Segmentation of Audiences and creating Automated campaigns.

#### **HDFC Bank Ltd (~1.5 Years Exp.)**

**Designation- Deputy Manager** May 2019 to Sept 2020.

Roles & Responsibilities:-

- Managing, Acquisition & Servicing the High Net Worth customers of the Bank.
- Profiling Customers and provide financial products to meet customer needs.
- Worked and Update on **AI driven, Predictive Analytics data** generated by **CRMNext** tool.
- One point contact for all requirements of High Net Worth customers.
- Worked on the core banking operation applications like- **Flex cube**.

#### **FitnessArt Gym Equipments Enterprises**

**Designation- Campaign Manager** - April 2016 to May 2019. (~3 Years Exp.)

Roles & Responsibilities:-

- Design and organize an optimal campaign inside budget constraints.
- Identify and developing different **B2B and B2C** marketing campaigns.
- Develop and update templates with **graphics, illustrations** and propelled features.
- Providing **marketing advice** to clients and **Negotiating contracts**.
- Monitor all outlets and resources for campaign impact and progress.
- Worked on **Adobe Photoshop, CorelDraw** for creating **Template and Layout**.

#### **ICICI Securities Ltd.**

**Designation- Sales Manager** - May 2013 to March 2016 (~3 Years Exp.)

Roles & Responsibilities:-

- Generating revenue by **trading advise** in stock Market, brokerage and **Cross Selling** products.
- Expertise in Handling **NRI** Clients and **HNI** Clients..
- Comply with **KYC/SEBI rules**, regulation and legislation governing the financial service industries.
- Certified for Investment Advisor by **NISM** and **IRDA**.

#### **Personal Details:-**

<b>Name</b>	:	Vijay Ramnivas Jaiswal (Kalal)	<b>Date of Birth</b>	:	27 <sup>th</sup> April 1990
<b>Gender</b>	:	Male	<b>Marital status</b>	:	Married
<b>Hobbies</b>	:	Photography, Exercise, Reading.	<b>Native Place</b>	:	Nandurbar, Maharashtra

#### **Declaration:-**

I hereby declare that the information provided by me is true to the best of my knowledge & belief.  
Reference will be provided on request.

Date: - .. /06/2023.

Vijay R. Jaiswal

Place: Pune

Signature