

# CHAITANYA BANSAL

## Salesforce Marketing Cloud Consultant

chaitanyabansal.sk@gmail.com • +91 9764408130 • linkedin.com/in/chaitanya-bansal-342985109

### PROFESSIONAL EXPERIENCE

6+ YEARS

#### CUBE84

Chennai, Tamil Nadu, India

#### Salesforce Marketing Cloud Consultant

NOVEMBER, 2022-Present

- Handling multiple key accounts and providing consultation in alignment with SFMC and Pardot Platform.
- Integrated WhatsApp chat messaging for a client's account and built Ad-hoc and real time journey campaigns.
- Configured Interaction studio (Personalization) for the client's website and integrated dynamic banners and pop-ups for the website, along with journeys powered with Interaction Studio data.
- Expert in creating SQL queries for the purpose of designing segmentation logics, gathering information, trouble shooting, investigating, and reporting.
- Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio, Mobile studio, Web studio, Interaction Studio, and development, implementation & enhancement of projects in Marketing Cloud Platform.

#### NAGARRO

Hyderabad, Telangana, India

#### Staff Engineer

JULY, 2021 - NOVEMBER, 2022

- Managed the migration of Business Units from SFMC Corporate version to Enterprise Edition.
- Created Web Services for handling requests and API based applications using REST and SOAP calls.
- Extensive business knowledge and customization experience on Datorama standard and custom reports.
- Designed and presented the marketing campaign solutions for B2B Customers to the clients.

#### ACCENTURE

Bengaluru, Karnataka, India

#### Business Integration & Arch. Team Lead

JUNE, 2017 - JULY, 2021

- Worked closely with the client on a highly complex campaign which aimed to target Lapsed customers and increased the conversion rate by 15% and generated the revenue of 100K\$ in a one-time deployment.
- Developed 300+ B2C campaigns encompassing various multichannel marketing scenarios across 7 cosmetic brands in various regions like US, UK, Hong Kong & China.
- Good Knowledge of HTML & AMPscript to build customized solution that support critical business functions.
- Experience in handling various external client vendors like Sterling, Sapient, Cheetah etc. and working in a collaborative environment.

### EDUCATION

#### GOA INSTITUTE OF MANAGEMENT

Goa, India

[PGDM (MBA) in Marketing]

2015 - 2017

#### JAYPEE UNIVERSITY OF ENGINEERING & TECHNOLOGY

Madhya Pradesh, India

[B.Tech. Computer Science and Engineering]

2011-2015

### ADDITIONAL INFORMATION

- **4x Certifications:** Marketing Cloud Email Specialist, Developer, Consultant & Administrator
- **Technical Skills:** Salesforce Marketing Cloud, Marketing Cloud Account Engagement (Pardot), Microsoft Office Suite, Google Office Suite, Atlassian JIRA & Confluence, Postman (API tool), ZOHO Projects Tool
- **Professional Skills:** Project & Team Management, Client Interactions & Communication, Problem Solving, Critical thinking, Attention to detail, Adaptability & Accountability, Decision making