

SHILPA SUNAGAD

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CAREER SUMMARY:

Solution-oriented and problem solver with 8+ years of experience in building, and supporting Salesforce applications. Highly skilled in Salesforce Marketing cloud, Salesforce admin and Mulesoft developer with good knowledge on Tableau and Slack development.

WORK EXPERIENCE:

SFMC Consultant at Media.Monks

12-June 2023 – Present

- Working as Developer and consultant for the 8 Clients simultaneously.
- Working on Mobile connect projects. These projects include provisioning of new short code, enabling them in client account and also developing use cases once the provisioning is done
- Working on Complex Ampscript, SSJS and SQL as part of the use cases.
- Working on Journey builder, Automation studio, integration of account with different systems like Twilio.
- Working on Ip warming, RMM set up and building complex emails for the clients.

Member of Technical Staff (MTS) at Salesforce.com

01 December, 2021 – 09 June 2023

- Developed app to send Slack alerts to managers about the upcoming terminations in the team.
- Developed app to add new hires to the respective slack channels. Used MC cloud pages for the data input(Slack channel ids from managers) and used Mulesoft to add the new hires to respective channels. - This is currently approved by architect

Associate Member of Technical Staff (AMTS) at salesforce.com

01 November, 2020 - 30 December 2021

- Worked as an end-to-end developer to send communications to all salesforce employees for missing timesheets on weekly basis. Included integration of Salesforce CRM with marketing cloud via mulesoft leveraging marketing cloud Enhanced FTP.
- Developed custom interactive email functionality for emails to collect Sox details.
- Developed an app to send email alerts to immediate managers about the upcoming terminations in the team
- Worked on Mobile connect to send SMS for registrations.
- Developed a SSJS to deactivate the users automatically after termination.

System Specialist 1 at Salesforce.com

01 November, 2019 - 31 October 2020

- Worked as marketing cloud system specialist for internal salesforce account. Supporting admins of the internal account, helping in account provisioning, and enabling BRs. Help

building email templates.

- Worked on setting up internal workday-Marketing cloud integration.
- Worked on building Journeys and automations for the internal teams.

Tier 2 Engineer at Salesforce.com

11 June, 2018 - 31 October 2019

- Worked as an MCS Marketing cloud engineer in AMER hours
- Working on cases and interacting with the Primary engineers for any help needed
- Worked on Marketing cloud connect, Ampscript, SQL and other issues for clients.

Software Engineer at Techmahindra

04 August, 2015 - 06 June 2018

- Worked on a Healthcare project at Roche as a developer on sales and service cloud of Salesforce
- Worked on marketing cloud for a healthcare project as a marketing cloud developer and support the business to build emails and business logic
- Worked on setting up MCC between marketing cloud and CRM
- Worked for an insurance company as a marketing cloud developer
- As part of POC worked on GTL to fetch current maximum and minimum temperatures based on the pincode

CERTIFICATIONS

- Marketing cloud developer
- Marketing cloud consultant
- Marketing cloud Email specialist
- Marketing cloud admin
- Salesforce Admin
- Data cloud consultant

SKILLS:

- Salesforce Marketing cloud
- Salesforce CRM admin
- Mulesoft
- Slack - admin developer

