

**SALESFORCE  
CERTIFIED**

Marketing Cloud  
Developer

## PANIT KAUR MULTANI

### Salesforce Marketing Cloud Consultant

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## OBJECTIVE

Aspiring for a challenging career in IT Industry, where I can apply acquired skills and experience, working in a team environment thereby growing and contributing to the objectives of the organization.

## SKILLS & ABILITIES

**Programming Languages:**  
C++, AMPscript, HTML.

**Databases:** MySQL.

## PROFESSIONAL SUMMARY

- ✚ 6 years of experience in **Salesforce Marketing Cloud**.
- ✚ Main areas of expertise are **analyzing, developing** and **testing** the Automation Studio, Triggered Send, Email Studio, Content Builder, web studio, analytics builder, Journey Builder etc.
- ✚ Hands on experience with complex business requirements for Configuring RMM (Reply Mail Management), Custom Reply Mail Management, Sender Profile, creation of Cloud Pages, Automation, Journeys, SMS, Emails etc.
- ✚ Good understanding of **Campaigns, Different types of Email Sends, Trigger Sends Automation, Data Extension, Contact Builder, Automation Studio, Content Builder, Landing Page, Smart Capture, Journey Builder, Integration between SFMC and SFSC, Tracking and Reporting, User initiated sends, Send Flow**.
- ✚ Ability to meet deadlines and handle multiple tasks, decisive with strong leadership qualities, flexible in work schedules and possess good communication skills.
- ✚ Proficiency in updating the User access logins, updating the license as per business requirements, configuring business units with parent account., also good knowledge of the standard roles and permissions for user and business units. Can create custom roles for providing the specific access to the users.
- ✚ Understanding of Salescloud. Creating custom objects, tabs, fields, custom field relationship, custom report types.
- ✚ **Strong technical** background with excellent interpersonal skills and an ability to interact with **individuals** at all levels.
- ✚ Assisted the team for Marketing Cloud implementation.

## CERTIFICATION (3XSFMC Certified)

- ✚ Salesforce Marketing Cloud Email Specialist
- ✚ Salesforce Marketing Cloud Administrator
- ✚ Salesforce Marketing Cloud Developer

## EXPERIENCE

### **Cognizant Technology Solution India Pvt. Ltd.**

**APRIL 2017 to OCTOBER 2021**

**Project Name:** Salesforce Marketing  
Cloud (Exact Target)

**Designation:** Subject Matter Expert

Worked as a **Salesforce Marketing  
Cloud Email Specialist,  
Administrator and Subject Matter  
Expert in Cognizant** well versed  
with all the concepts of Marketing  
Cloud in Salesforce.

#### **The main responsibilities include:**

- ✚ To create profiles, permission set wherever necessary.
- ✚ To create criteria based and user base sharing rule wherever necessary.
- ✚ To create reports and dashboards based on the needs.
- ✚ Configuring account and administer the filters, users, profiles, data etc.
- ✚ Requesting the details for Configuring Private Domains and Dedicated IP and Sender Authentication packages.
- ✚ To create the filter the data extension as the requirement.
- ✚ To automate the process like data automation and email send automation on Automation Studio, Journey Builder.
- ✚ To create the landing page, smart capture form, microsite in the web studio.
- ✚ To create the content blocks, dynamic contents, email templates and campaign etc. in content builder.
- ✚ To create and implement the trigger send, user initiated email in the interaction.
- ✚ Implement the logic for unsubscribe, and the subscription and profile center. Also have knowledge on the brand tag
- ✚ Creating Triggered Sends, Automation, Journeys, sms, push messages and Email etc
- ✚ Implementation of the Reply Mail Management, Custom Reply Mail Management, Dynamic reply mail management.
- ✚ Implementation of the personalization strings in email, cloud page, sender profile.
- ✚ Creation of send classification, sender profile, delivery profile. Have knowledge on the From address Management
- ✚ Creation of multiple activities in the automation studio and journey builder (Import activity, File transfer, send email, Filter activity etc.)
- ✚ Integrate the sales cloud/service cloud to marketing cloud.
- ✚ Create different types of data extract to get the tracking of email, campaigns and trigger sends.

## DELOITTE

NOVEMBER 2021 TO PRESENT

**Project Name:** Salesforce Marketing Cloud

**Designation:** Salesforce Marketing Cloud Consultant

### The main responsibilities include:

- ✚ MC Org Business Unit setup as per the requirements.
- ✚ Creating profiles, permission set wherever necessary manually.
- ✚ Creating Business Units and maintaining its functionality
- ✚ Integrating the Salesforce Marketing Cloud with Sales and Service Cloud via MC Connector.
- ✚ Creating Emails. Used Ampscript for email templates to show dynamic content to end users.
- ✚ Create and maintain email reporting dashboards. Creating Automation Studio and Journey Builder as per business requirements and logic.
- ✚ Creating and troubleshooting on Landing Page. Content Builder. Configured and designed journey's using Journey Builder.
- ✚ Troubleshoot on Normal Data Extension, Lists, and Subscribers. Creating SQL queries for the segmentation of the data.
- ✚ Gathering business requirements for a new Sprint from the client, Gathering information about any changes in the existing requirements from the client,
- ✚ Estimating the time required for the given requirement by discussing with Performing acceptance testing on completed task/Job,
- ✚ Documentation of the requirements and the findings/solutions.
- ✚ Grooming of User stories and gathering missing Information from clients.
- ✚ Suggesting Possible Solutions for the desired Requirements on Salesforce Marketing cloud.
- ✚ Providing KTs about SFMC and Process to New Joinees
- ✚ Worked as Co-Lead for Team.

## EDUCATION

MASTERS IN COMPUTER APPLICATION

**Pune University**

## ADDITIONAL SKILL SET

Provided training on SFMC to new joiners.

## PERSONAL DETAILS

**ADDRESS:** Hadapsar-Phursungi, Pune 412308

**DATE OF BIRTH:** 05/09/1993

**LANGUAGES KNOWN:** English, Hindi ,Punjabi, Marathi

**CURRENT LOCATION:** Pune, Maharashtra

## ACKNOWLEDGEMENT

I hereby declare that the facts give above are true and correct to the best of my knowledge.

Place: Pune

Panit Multani

Date: