**Ankit Kumar**

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**Summary:**

* 2 years of working experience in Salesforce Marketing Cloud.
* Good understanding of Campaigns, Different types of Email Sends, Trigger Sends, Data Extension, Contact Builder, Automation Studio, Content Builder, Landing Page, Smart Capture, Journey Builder.
* Extensively worked with Salesforce Marketing Cloud in different business requirements
* Understanding and keeps the track report of campaigns.

**Skills:**

* **Marketing Cloud**: Exacttarget.com, Journey builder, Automation Studio, Email studio, SQL, AMPSCRIPT, HTML5, CSS3, FileZilla.

**Work History:**

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| --- | --- |
| **2016-Feb – 2017-Dec****2017-Dec – 2018-Aug****2018-Aug - Current** | **Finance executive****Zaptech Pvt. Ltd*** Worked as a debt collector for INC (independent national credit), calling the debtors, collecting money they owe, maintaining the excel sheet, updating debtors information, reminding them about their next payment.

**Consultant****Concentrix Daksh*** Worked as a consultant for “Virgin Media”, resolving issues of callers related to their services we give(internet, telephone, television).

**Associate Consultant (Salesforce Marketing Cloud)****ListEngage Salesforce Certified Experts*** Working for one the leading design and manufacturers of Hair Products for Hair.com, Cosmetic creams for Carol’s Daughter, Fragrance for Viktor & Rolf these all are L’oreal co-brand.
* Also worked with RCI(Resort Condominiums International) RCI's sister subsidiary Wyndham Vacation Clubs are TRC, TripBeat and AFVC.
* Created different Data extensions and associated them to different campaigns.
* Knowledge of developing AMPSCRIPT code to implement business requirements by creating dynamic content.
* Involved in sending emails event registration, cancellation emails from the organization.
* Followed QA process to ensure emails are rendered as insisted across all email clients and screen resolutions.
* Designed personalized email content using standard features and AMP script in Content Builder.
* Used automation studio for performing actions such as imports, extracts and SQL query activities.
* Designed and configured journeys using activities within the Journey Builder and launched in the production after thorough testing.
* Delivered online internal training on Salesforce Cloud Marketing Cloud
* Worked in Agile and Scrum environment.
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**Education:**

* Bachelor of Science in Information Technology (BSc IT), BVDU YMC DITM Amplify Mindware 2016 58%.
* 12th DAV Public school Khelari 2012 62%
* 10th DAV Public school Khelari 2012 6.2 CGPA

**Personal Details:**

* Date of Birth : 10st Feb 1996.
* Nationality : Indian.
* Languages Known : English and Hind.
* Marital Status : Unmarried
* Gender : Male

**Declaration:**

I hereby declared that above mentioned information is correct to the best of my knowledge and I bear responsibility for the authenticity and correctness of the mentioned information.

**Place: Pune (Ankit Kumar)**