

Satvinder Singh

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Passionate about solving project management challenges through Consulting, Transformation and Innovative solutions thereby enabling excellence in Digital Marketing Services with a positive ROI & employee engagement

➤ Profile Synopsis

A committed Campaign Developer and Campaign Management Professional who specializes in Digital Marketing Industry with extensive experience in Digital Marketing, Campaign Management, Client Management, Project Management, Team Management, Delivering Regulatory, Strategic and Implementation projects. Having proven track record in delivering complex, multi-disciplined, and highly visible projects to senior stakeholders & management. Having first class executive leadership and negotiating skills and capable of providing authoritative guidance and had extensive experience in managing large size projects.

➤ Core Competencies

EMAIL MARKETING/ EMAIL CAMPAIGNING

Data analysis and Segmentation (SQL)

Programming (Core Java, C, C++)

Tools used – Pardot (SFMC), Canva, Jira, MS Office

CRM (AMPSCRIPT, SSJS, SQL, Journey, Automation)

Web Development (HTML, CSS, J-Query)

Salesforce Marketing Cloud, Salesforce CRM

➤ Functional Expertise

- Results-driven professional, with 4+ years of experience in Digital Marketing, Campaign Management, Operations Management with bachelor's degree in information & Technology and proven track record in increasing productivity and client satisfaction.
- Creative thinker and analytical problem-solver, with demonstrated ability to manage projects from planning through execution/ completion in the fast-paced, time- sensitive environments. Client management and client engagement with handling team, identifying loop holes, defining strategies, suggesting and resolving process and campaign issues.
- Expertise with Email creation, data extensions, deploying campaigns, generating reports, journey, automation.
- Experience with creating Cloud Pages with scripts Amp-script, SSJS.
- Conducting training sessions and improving team development efforts towards successful project delivery through coaching and mentor-ship.

➤ Experience & Achievements

1. Employed with Mysense Technologies (A Division of TRU) at Mohali from Jun'24

Job Role: **Senior Salesforce Marketing Cloud Specialist**

Profile Summary

- ❖ Create and optimize Amp-script code for personalized and dynamic content in email templates within Salesforce Marketing Cloud.
- ❖ Optimize SQL queries to extract and manipulate data, ensuring data retrieval and utilization for targeted marketing campaigns.
- ❖ Implement and maintain Marketing Cloud Connect to establish seamless integration between Salesforce Marketing Cloud and Salesforce CRM. Ensure synchronized data flow and consistency between Marketing Cloud and other Salesforce Platforms.
- ❖ Develop and manage API integrations to connect Salesforce Marketing Cloud with external systems. Collaborate with cross-functional teams to enhance and optimize data exchange processes.
- ❖ Leverage DATAROMA for tracking and analyzing marketing performance data. Generate reports and insights to measure the success of campaigns and provide recommendations for improvement.
- ❖ Configure Salesforce Marketing Cloud, managing user access, roles and permissions.

2. Worked with Mavlers brand of (Uplers Solutions Pvt. Ltd) at Ahmedabad (Permanent Remote) from Apr'22 to Jul' 24

Job Role: **Campaign Manager SFMC**

Profile Summary

- ❖ Gathering the campaign details by aligning with the client understanding the requirements and providing the best working solutions by creating static/Dynamic Email using the HTML, CSS and Amp-script functionalities, creating Web forms using landing pages, creating complex journey flows, setting up the automation and SQL to query on data views to do tracking for analytic.
- ❖ Worked with the landing pages to create pages like register and login, web forms to store the data in data extensions and web forms to trigger email on submissions.
- ❖ Managed to set google analytic UTM tracking in the marketing cloud account for analytic and performance measurements.
- ❖ Perform marketing cloud Integration using the functions of Amp script and SSJS on servers.
- ❖ Experience in creating multi step journey and connect it with the API event to populate the data extensions and allow the users to the journey.
- ❖ Hands on experience in writing the script for SSJS, SQL conditions and Amp-script according to the requirements.
- ❖ Create and manage End to End campaign in email studio, automation studio, journey builder of Salesforce Marketing Cloud.
- ❖ Manage to resolve the client issues and provide a quick turn around with proper working solution.

3. Worked with eClerx at Chandigarh from Oct'20 to Apr'22

Job Role: **Senior Analyst**

Profile Summary

- ❖ Creating Marketing Emails using the HTML, CSS, media queries and java-script, also perform the rendering test on multiple devices.
- ❖ End to End campaign execution using Salesforce Marketing Cloud and other Client Internal Tools.
- ❖ Worked on Onboarding, migrations and warmup strategies for new clients.
- ❖ Develop and Deploy B2C, B2B HTML based campaign using SFMC Email Studio
- ❖ Aware of Email Marketing best practices: Spam, Unsubscribe, Subject line, Alias, UTM tracking, content, content validation, HTML code.
- ❖ Development of Responsive HTML template, Test email rendering consistency across all email clients. Test the Email rendering using EOA.
- ❖ Initiated A/B testing on subject lines, Call-to-action that can increase the open rates and customers engagement
- ❖ Handled journey & Automations campaigns for enabled customers. Creating Amp Script and SQL query for the segmentation.
- ❖ Experience in interacting with client to study the requirement of the campaign. Creating assets such as Email templates, Email messages, Code block, Data Extension and working with cloud pages, micro sites and Amp Script for creating dynamic content in marketing-cloud.

➤ **Certifications and Degree**

- Certification for **Email Marketing** from Hub Spot and Simplilearn.
- Certified **Campaign Manager** by Google.
- Bachelor of Science in **Computer Science (BTech.)** from Chitkara University (2021).
- **Higher Secondary Certificate (12th)** from Doon Public School, Science and Commerce (2017).
- **Senior Secondary Certificate (10th)** from Holy Child School (2015).

➤ **Projects**

- **Connect-with-Customer** Web Based Ecommerce website with database.
- **MiniFeed** Web Based Social Platform like Facebook.