



# Ruchika Sandolkar

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## ABOUT ME

Senior Salesforce Consultant and 6x Salesforce & MuleSoft Certified Architect with 8+ years of experience delivering scalable CRM and Marketing Cloud solutions across global enterprises. Specialized in solution design, automation architecture, system integrations, and performance optimization. Proven track record of leading cross-functional teams, translating complex business requirements into technical solutions, and driving end-to-end implementations with measurable business impact.

## WORK EXPERIENCE

**SENIOR SALESFORCE TECHNICAL LEAD – CLOUD MARKETING GMBH** – 07/01/2024 – Current – FRANKFURT AM MAIN, GERMANY

### Key Responsibilities

- Led end-to-end Salesforce solution design and implementation across Sales Cloud and Marketing Cloud environments.
- Defined technical architecture, data models, and integration frameworks aligned with enterprise business requirements.
- Owned full project lifecycle including requirement analysis, solution design, configuration, development, testing, deployment, and post-go-live support.
- Designed and optimized complex automation workflows using Flow, Process Builder (legacy), Automation Studio, and Journey Builder.
- Architected advanced segmentation strategies using SQL and Data Extensions to enable personalized, high-volume marketing campaigns.
- Designed and implemented REST/SOAP API integrations between Salesforce and external systems (ERP, eCommerce, payment gateways, and data warehouses).
- Architected Journey Builder workflows handling 500K+ contacts monthly, ensuring high deliverability and optimized customer engagement.
- Reduced campaign deployment time from 3 days to same-day execution by redesigning automation processes.
- Designed and implemented API integrations between Salesforce and external systems, improving real-time data synchronization accuracy by 35%.
- Conducted code reviews for Apex, Flows, Marketing Cloud scripting (AMPscript, SQL), and integrations to ensure scalability and maintainability.
- Optimized system performance by improving query efficiency, automation scheduling, and data architecture.
- Led cross-functional collaboration between business stakeholders, marketing teams, developers, and QA.
- Acted as primary technical point of contact for clients during solution workshops and architecture discussions.
- Mentored junior consultants and contributed to internal capability building.
- Supported pre-sales activities including solution estimation, technical proposal drafting, and architecture presentations.
- Ensured data compliance and governance standards aligned with GDPR requirements.

**SENIOR SALESFORCE CONSULTANT – EIGENHERD GMBH** – 03/05/2022 – 17/07/2022 – BERLIN, GERMANY

### Key Responsibilities & Impact

- Led design and execution of multi-channel marketing automation programs across Email, SMS, and Push for B2B and B2C clients.
- Managed Marketing Cloud environments with databases exceeding 1M+ contact records, ensuring structured data governance and segmentation logic.
- Built scalable Automation Studio workflows processing 200K–400K records per run.
- Designed dynamic content frameworks using AMPscript and personalization logic, increasing campaign engagement rates by 20–25%.
- Developed advanced SQL-based segmentation strategies, improving audience targeting precision and reducing email fatigue by 15%.
- Implemented triggered communication journeys that improved customer onboarding conversion rates by 18%.
- Integrated Salesforce Marketing Cloud with Sales Cloud and external CRM systems via REST APIs, ensuring real-time data sync and behavioral tracking.
- Optimized email deliverability through sender authentication (SPF, DKIM, IP warming), increasing inbox placement rate by 10–15%.
- Reduced manual reporting workload by 50% by designing automated reporting dashboards and data extracts.
- Collaborated with marketing and business stakeholders to translate campaign strategy into technical execution plans.
- Conducted UAT sessions and provided post-go-live hyper care support to ensure system stability.
- Resolved complex production issues with root-cause analysis, reducing recurring incidents by 30%.
- Supported compliance implementation for GDPR and consent management frameworks.
- Contributed to proposal building and technical scoping for new client engagements.

**DIGITAL MARKETING MANAGER – ROYAL FLORA HOLLAND** – 05/09/2019 – 22/11/2021 – ALMERE, NETHERLANDS

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#### Key Responsibilities & Quantified Impact (B2B environment)

- Led digital marketing strategy for B2B flower trading ecosystem serving international buyers and growers.
- Managed multi-channel campaigns across email marketing, paid media, content marketing, and CRM-driven communication.
- Increased qualified lead generation by 30% through structured funnel optimization and targeted segmentation.
- Improved email open rates by 20% and click-through rates by 15% through personalization and A/B testing strategies.
- Designed automated customer journeys aligned with buyer lifecycle stages, improving conversion rates by 18%.
- Collaborated with sales and operations teams to align marketing efforts with seasonal demand and auction cycles.
- Managed digital marketing budget allocation and improved ROI by 25% through data-driven performance optimization.
- Oversaw website content optimization and SEO strategy, increasing organic traffic by 35%.
- Analyzed campaign performance metrics (CTR, CPA, ROI, conversion rate) and implemented continuous optimization frameworks.
- Led a cross-functional marketing team and external agencies to execute campaigns within strict seasonal deadlines.
- Implemented CRM-based segmentation to improve customer retention and repeat buyer engagement.
- Ensured GDPR-compliant communication practices across all marketing initiatives.
- Presented performance reports and strategic recommendations to senior stakeholders.

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#### EDUCATION AND TRAINING

01/07/2014 – 28/04/2016 Noida, India

**MASTER'S IN MASS COMMUNICATION** India Today Media Institute

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**Field of study** Journalism and reporting | **Level in EQF** EQF level 7

01/04/2010 – 25/03/2013 Nagpur, India

**BACHELOR'S IN BUSINESS ADMINISTRATION** Tripude Institute of Management

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**Field of study** Management and administration | **Level in EQF** EQF level 6

## ● SKILLS

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Salesforce Architecture & Solution Design | JSON | Git | Salesforce Marketing Cloud Expertise | SQL | Automation & Process Optimization | Data Modeling & Governance | Stakeholder & Client Communication | Performance Optimization | Leadership & Mentoring | Business KPI Understanding | Agile & Scrum Methodologies | AMPscript | Python (Intermediate Level) | Apex Programming / LWC | HTML/CSS | AI Tools for Integration | System Integration (APIs) | Marketing Cloud Implementation | Service Cloud Implementation | Sales Cloud Implementation | REST APIs/SOAP | Git | JIRA | POSTMAN | CSS

## ● CERTIFICATIONS

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IBM, 11/02/2026

### **Machine Learning with Python (V2)**

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**Mode of learning:** Project based

Salesforce, 09/04/2023

### **Salesforce Certified Marketing Cloud Consultant**

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**Mode of learning:** Online

Salesforce, 09/02/2023

### **Salesforce Certified Marketing Cloud Email Specialist**

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**Mode of learning:** Online

Salesforce, 08/11/2025

### **Salesforce Certified AI Associate**

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**Mode of learning:** Online

Salesforce, 06/11/2024

### **Salesforce Certified Administrator**

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**Mode of learning:** Online

Salesforce, 24/09/2024

### **MuleSoft Certified Integration Architect**

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Google, 21/07/2025

### **AI-Powered Performance Ads Certification**

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TATA Group, 10/06/2020

### **GenAI Powered Data Analytics**

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## ● PROJECTS

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03/02/2024 – 10/10/2024

### **Enterprise Marketing Automation Transformation**

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**Client:** Multi-country B2B Organization

**Role:** Senior Salesforce Consultant / Technical Lead

**Duration:** Feb 2024 – Oct 2024

Led end-to-end implementation of a scalable Salesforce Marketing Cloud architecture managing 500K+ contact records across multiple regions.

Designed structured data models and advanced SQL-based segmentation, improving targeting accuracy by 30%. Built automated, multi-step customer journeys using Journey Builder and Automation Studio, reducing manual campaign setup effort by 40%.

Integrated Marketing Cloud with Sales Cloud via REST APIs to enable real-time lead synchronization and consistent data governance across systems.

**Client Requirements:**

- Centralize fragmented marketing processes across regions
- Reduce campaign launch time and manual list handling
- Improve segmentation accuracy and personalization
- Enable real-time data sync between Sales and Marketing
- Ensure GDPR-compliant data governance

**My Contribution:**

Led end-to-end solution design and implementation of Salesforce Marketing Cloud managing 500K+ contact records.

- Designed scalable data architecture (Data Extensions, Contact Builder, segmentation model)
- Developed advanced SQL-based audience segmentation improving targeting accuracy by 30%
- Built lifecycle-based automated journeys using Journey Builder & Automation Studio
- Implemented REST API integration with Sales Cloud for real-time lead synchronization
- Established automation frameworks reducing manual campaign effort by 40%
- Conducted solution workshops, UAT sessions, and stakeholder training

**Impact:**

- 20% increase in engagement rate
- Same-day campaign deployment (reduced from 3 days)
- Centralized automation framework adopted across business units

04/09/2024 – 16/01/2026

## Customer Engagement & Loyalty Automation – Aviation Industry

**Client:** International Aviation Group

**Role:** Senior Salesforce Consultant / Technical Lead

**Duration:** Nov 2024 - Jan 2026

**Client Requirements:**

- Unify passenger data across booking, loyalty, and CRM systems
- Improve pre-flight and post-flight customer communication
- Automate loyalty program engagement journeys
- Enable real-time data sync between reservation system and CRM
- Increase ancillary revenue through targeted campaigns

**My Contribution:**

Led architecture and implementation of Salesforce Marketing Cloud integrated with Sales Cloud and external reservation systems.

- Designed centralized passenger data model handling 1M+ customer records
- Built automated pre-flight, boarding reminder, and post-flight feedback journeys
- Implemented advanced segmentation based on travel frequency, loyalty tier, and booking behavior
- Integrated Marketing Cloud with reservation system via REST APIs for real-time trigger communications
- Developed SQL-based behavioral segmentation improving personalization accuracy
- Optimized campaign scheduling and automation logic to handle high-volume peak booking periods
- Established performance dashboards to monitor engagement, open rates, and conversion metrics
- Conducted stakeholder workshops and coordinated cross-functional delivery teams

**Business Impact:**

- 25% increase in loyalty member engagement
- 18% improvement in ancillary service upsell conversions
- 35% reduction in manual campaign configuration effort
- Real-time passenger communication triggered by booking and flight status updates

## LANGUAGE SKILLS

Mother tongue(s): **HINDI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>GERMAN</b>	A2	A2	A2	A2	A2
<b>DUTCH</b>	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user