Milind jadhav

Salesforce Marketing Cloud Developer

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👤 PROFILE

Immediate joiner with **3 years** of dedicated experience in **Salesforce Marketing Cloud (SFMC)**, specializing in translating complex marketing requirements into scalable, data-driven solutions. Proficient in leveraging key SFMC tools—including **Email Studio, Automation Studio, Journey Builder, Contact Builder, Mobile Studio, Pardot and AgentForce- and also set up SFMC for B2B Commerce Cloud**—to design personalized customer journeys and automated workflows that drive engagement. Known for delivering customized marketing solutions aligned with business goals. Backed by over **4 years of hands-on email marketing and Digital Marketing** experience across various domains, with a strong track record of delivering measurable results.

📇 CERTIFICATES

- Salesforce Associate
- Google Analytics
- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Account Engagement Specialist [Pardot]

🧠 SKILLS

Salesforce Marketing Cloud (SFMC):
- Email Studio
- Automation Studio
- Journey Builder
- Contact Builder
- Mobile Studio
- Web Studio

Web Technologies:
- Cloud Pages
- User Input Forms
- API Integration
- PostMan

Coding and Scripting:
- AMPscript
- SQL
- HTML & CSS

Salesforce AI:
- Einstein AI
- Agentforce
- AgentForce Builder [Flows, Prompt template, AI Instructions]

Campaign Management:
- Campaign Optimization
- Audience Segmentation
- Journey and Automation Troubleshooting
- Email Marketing

Salesforce
- Salesforce Admin
- Flows, Permission Sets
- APEX (Basics)
- B2B Commerce Cloud (Basics)
- Salesforce QA Testing
- JIRA

📁 PROJECTS

07/2022 – present

Ciklum
- Deployed marketing campaigns using Salesforce Marketing Cloud.
- Configured & executed data-driven Email campaigns.
- Well-versed with studios like Email Studio, Automation Studio, Journey Builder, Web Studio and Contact Builder.
- Worked on Dynamic Content Emails using a content builder
- Conducted A/B tests on subject lines, content, and designs to optimize campaign performance and maximize engagement.
- Developed landing pages using HTML, CSS, and AMP script.
- Implemented segmentation strategies based on customer interest, behavior, and preferences to deliver targeted and personalized content
- Creating the Sender profiles, Delivery profiles, and send-classifications before sending the emails.

- Implemented triggered sends as needed.
- Proficiency in business tools like Postman
- Worked on Import Activity, Data Extract Activity, Filter Activity, Query Activity
- Provided solutions to clients on Email Studio, Journey Builder
- Sound Knowledge in QA Testing (Content review, Functional testing, Link renderings and compatibility, Data validation, and performance testing.)
- Ensured email marketing best practices by following CAN-SPAM ACT, GDPR, and other email marketing regulations.
- Through seamless interdepartmental coordination, I ensured the smooth execution of all marketing activities.

AgentForce [B2C- Commerce Internal Project] [April 25 - Present]
Order and Product Retrieval Summary:
- **Retrieve Order Details:** Access specific information about a customer's order.
- **Fetch Products by Characteristics:** Get products listed under an agent based on defined attributes or descriptions.
- **Filter Products by Price:** Search and display products according to specified price ranges.

07/2021 – 07/2022	**Ciklum**

- Developed and executed email marketing campaigns using Salesforce Marketing Cloud (SFMC) and Pardot, focusing on lead generation and customer engagement.
- Implemented brand awareness, traffic, and lead generation strategies across digital channels. Coordinated with cross-departmental teams to align marketing efforts with business goals.
- Conducted market research and managed diverse campaigns, including social media and PPC.
- Enhanced digital content and user experience to boost engagement. Managed social media presence and utilized Google AdWords and Facebook Ads for increased visibility.
- **Sports Website [SEO]:** On-Page Activity, Off-Page Activity, Google Analytics
- Branding - Infogen Labs "A Ciklum Company" & Stud10 Games
- **Managed all Social Media Platforms** [YouTube, Facebook, LinkedIn, Pinterest, Instagram, X(Twitter)] for Infogen Labs (A Ciklum Company)
- **Managed all Social Media Platforms** [YouTube, Facebook, LinkedIn, thread, Instagram] for Stud10 Games
- Ran Google Ads for STUD10 GAMES [**Game Apps- Conflagrow, AstroAstra, Zen Fill, BunnyOku**]
- Posters / Videos / Images
- Covering all types of events, Infogen Labs (A Ciklum Company) & Stud10 Games [sports + other]
- Arranged Learning & Development Sessions for Infogen Labs (A Ciklum Company) employees.

01/2021 – 06/2021	**Digital Marketing Specialist, Olympiados: Sport Infrastructure Redefined**

- Handling both on-page and off-page activities & Paid Marketing.
- Planning end to building a strategy for SEO, SMM, PPC & Email Marketing.
- Discussing and reviewing everyday work, and resolving hurdles during the hurdle session
- every day

01/2018 – 01/2021	**Digital Marketing Analyst, BrandEssence Market Research Pvt. Ltd. Pune**

Handling both on-page and off-page activities & Paid Marketing.
Planning end to building a strategy for SEO, SMM, PPC & Email Marketing.
Discussing and reviewing everyday work and resolving hurdles during the hurdle session
every day.

On-Page Activities:

Website Analysis, Keyword Analysis, Content Optimization, Meta Tags (keywords, title, desc), Optimization, Webmaster tool Creation, Site Map Creation, Robots.txt file creation, W3c Validation, Image Optimization (ALT Tag), Header (H1, H2, H3..) Tags Optimization

Off-Page Activities:
Search Engine Submissions, Directory Submissions, Article Submissions, Business Classified Submissions, Web 2.0, Press Release, Blog Creation and Posting, File Sharing (PDF, PPT) Submissions, Video Submissions, Social Bookmarking, Social Media Promotion

🎓 EDUCATION

04/2015 – 05/2018 **MCA**
Pune, India BVDU

🏅 AWARDS

Basketball Achievements
- Street Ball League 2K19 Participation in Basketball organized by Street Ball League (Mumbai)
- (WEST ZONE) Inter University Participation in Basketball 2K15 organized by Nashik University, Nashik in February 2015
- Won 2 nd Prize in Website Development 2K15 by IMED in July 2015
- (WEST ZONE) Inter University Participation in Basketball 2K16 organized by Jaipur University, Jaipur in November 2016
- Won 1 st Prize in Basketball (Fireball) 2K15, 2K16, 2K17, organized by Bharti Vidyapeeth
- Won 1 st Prize in Basketball 2K16, 2K17 organized by FLAME University
- Won 1 st Prize in Basketball 2K15, 2K16, 2K17 organized by Bits Palani, Goa
- Won 1 st Prize in Basketball 2K15, 2K16, 2K17 organized by IMED
- Won 1 st Prize in Basketball 2K15, 2K16, 2K17 organized by organized by Bharti
- Vidyapeeth
- Won Best Coordinator for Managing Annual Sports Event organized by IMED (2K16, 2K17, 2K18)
- 4th Place in National Basketball Tournament 2K18 organized by YMCA GOA in May 2018
- Participation National Basketball Tournament 2K19.