ANMOL PRIYANSHU

SOFTWARE ENGINEER

anmolpriyanshuofficials@gmail.com

PROFILE

WEB DEVELOPER

Around 3 years of experience in developing HTML and CSS webpages including JavaScript in professional projects on email marketing and personal projects providing digital services in the B2C model. Eager to learn new technologies and grow within the industry. A strong team player with a cheerful demeanor.

WORK EXPERIENCE

PUBLICIS SAPIENT - SFMC DEVELOPER

Associate Technology L1 | SEPT 2021 - APRIL 2024

- Analyzing client needs and designing web pages for email marketing in Salesforce Marketing Cloud Platform using HTML and CSS.
- Experience working with Content Builder, Journey Builder, Automation Studio, Email Studio, and Mobile Studio.
- Email marketing specialization: creating and sending email webpages, including debugging and A/B testing.

- Project Overview:
   Email marketing, including mobile push notification services for enhancing sales growth, customer relations, brand values, and engagement with customers and brand dealers.

PROJECTS

EMAIL MARKETING - SFMC

Eamil Campaigns

Developed Email webpages using HTML, CSS, and JavaScript for e-marketing. Worked as a full-stack Salesforce Marketing Cloud developer,, where I was responsible for the entire email marketing process. This included creating, automating, and configuring email journeys, as well as mobile push notifications within the Salesforce Marketing Cloud. Working with best practices in email delivery, improving CTR and open rates, directly impacted the EMEA market by enhancing engagement and streamlining communication efforts across various channels.

WEBSITE DEVELOPMENT - B2C SERVICE PROVIDER

www.growbo.in - digital service provider

Based on HTML, CSS, and JavaScript, it offers digital services such as website and app creation, posters, and resumes directly to individual consumers, startups, and businesses looking to enhance their online presence. The site features a user-friendly interface, a chatbot for customer support, and offers services like website and app creation, posters, and resumes. It emphasizes 'full pay after delivery,' ensuring clients see products before payment. Aimed at startups, events, and businesses seeking professional digital assets

CLOUD COMPUTING - AWS

E-Commerce web application

E-Commerce Website: Designed and implemented an e-commerce website using AWS as part of a cloud computing training course. This project was a collaborative team effort, showcasing practical application of cloud technologies to create scalable and reliable online platforms.

SKILLS & CERTIFICATIONS

CERTIFICATIONS

- Salesforce Certified Javascript Developer 1
- Salesforce Certified Platform Developer 1
- IoT - IIT patna
- Cloud Computing powered by oracle

TECHNICAL SKILLS

- HTML CSS
- Generative AI
- Python
- Javascript

SOFT SKILLS

- Team Player
- Quick Learner
- Organzied

EDUCATION

B.TECH CSE

Amity University | 2021

Graduated with B.Tech in computer science and engineering from amity university with **8.31** CGPA

INTERNSHIP

KVCH In-Campus | 2020

Cloud Computing project with AWS