

## RESUME

To work in such an environment that helps me to enhance my knowledge that I can put myself in the way of development of the organization.

## EXPERIENCE

Overall, 6.7 years of professional experience in Salesforce Marketing Cloud.

### SENIOR CONSULTANT

*Capgemini Technologies, Dec 2020-Present*

- Built Scratch Marketing Cloud Org, I have hands on experience in MC connect between sales cloud with marketing cloud. Currently working on Distributed Marketing and custom activity of Journey Builder.
- Worked on Pharmaceutical Project to send Emails to the end users. Explored Email, Web, Automation Studio and Content, Contact, Analytical, Journey Builder,
- Working on the Journey Performance Reports with the help of Data Views, Reports in Analytics Builder.
- Provided support in the Production deployment as well as worked with the QA team for the E2E testing which includes creating test cases, test executions and uploading test evidence.
- Monitoring daily automation runs and troubleshooting/fixing the failed automations
- I am responsible for creating user stories and bug stories also been part of Sprint related calls and plannings in Agile Methodology.
- I have knowledge on Einstein STO and reports in Analytics Builder

### SENIOR ANALYST

*eClerx Services, Jul 2019 – Dec 2020*

- Worked on Email campaigns – creating an email template, testing an email, fixing the rendering issues.
- Worked on Email Studio, Automation Studio, Content Builder and Journey Builder
- Worked on File Transfer, Import, Sent Email, Data Extract activities of Automation Studio.
- Utilizing Salesforce Marketing Cloud to create and maintain lists, data extensions and update subscribers' data.
- Working experience on SQL queries, HTML, CSS, AMP Scripts.

### IMPLEMENTATION CONSULTANT

*ListEngage Pvt Ltd, Sep 2016 – Jul 2019*

- Creating an email, email templates and content block using HTML and CSS.
- Scheduling an email, creating data extension, segmenting audience using filter data extension.
- Proficiency in Alterian tool (SDL - Marketzone platinum database), FileZilla, Adobe Dreamweaver and Photoshop
- Experience in creating campaigns and pulling required audiences using Alterian tool. Sending these audience files on ExactTarget (API) and FileZilla(NON-API Site). And Monitoring trigger campaigns on SDL and SFMC both the sides



[Manjulak165@gmail.com](mailto:Manjulak165@gmail.com)



+918668677705



Pune, Maharashtra

#### Certification:

- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Admin
- Salesforce Marketing Cloud Developer

#### Technologies and Languages:

- SFMC – (Email, Web, Automation Studio and Content, Contact, Analytical, Journey Builder)
- MBox, Agile Jira tool, Alterian and FileZilla
- SQL, HTML CSS, JavaScript, AMPScript and SSJS

#### Higher Qualification:

- MCA – Master's in Computer Application

#### POC:

- Distributed Marketing
- Einstein STO
- A/B Testing

#### Other Skills:

- Strong Work Ethic
- Self-Motivated
- Leadership
- Problem Solving