

SUMMARY

A dynamic and result-oriented professional with over 8.5 years of experience in IT. I'm an accomplished Salesforce Marketing Cloud Consultant and my journey began in data warehousing using Informatica Power Center and Oracle, but I quickly found my passion in digital marketing implementation, amassing 5+ years in Salesforce Marketing Cloud. As a certified professional in various Salesforce modules, I offer expertise in SQL & AMP Script customization, paired with Agile methodologies. Currently at Lululemon, I've previously contributed at Cognizant and Precifab Technologies, leveraging tools from JIRA to Postman. My approach centers on creating seamless digital marketing campaigns, optimized integrations, and delivering tailored solutions with a focus on continuous product development. A team leader who can add value to the organization.

PROFESSIONAL EXPERIENCE

SFMC Engineer II

Dec '21 - Present

Lululemon India (Services) Private Limited

Bangalore

- **Client Engagement & Project Planning:** Analyzed and addressed client needs using AGILE methodologies for efficient **sprint planning and project phase transitions**.
- **SFMC Platform Mastery:** Managed MC Administration, and **data configurations**, and leveraged **Automation Studio for processes such as data extraction, file transfers**, and various automation tasks.
- **Digital Marketing Automation:** Designed custom Preference Centers, executed **email triggers via REST API**, and **crafted multi-step customer journeys using Journey Builder**, showcasing proficiency in various components.
- **Reporting & Analytics:** Developed both standard and **custom reports for email and mobile campaigns**, emphasizing data-driven marketing decisions.
- **Data Management & Profile Setup:** Demonstrated expertise in **Profile & Preference attributes**, utilized the '**Data Designer**' for attribute group creations and ensured data integrity through **contact deletion and remediation processes**.
- **Team Leadership & Collaboration:** Steered the **India Tech Hub SFMC team**, mentored a junior support engineer, and collaborated on b, ensuring efficient asset deployment across units using the **package/deployment manager**.
- **Professional Development:** Secured the **SFMC Consultant Certificate**, underscoring a high level of platform expertise.

SFMC Technical Consultant

Sep '18 - Dec '21

Cognizant Technology Solutions

Bangalore

- **Client Engagement & Sprint Planning:** Conducted **sprint planning**, comprehensively analyzed client requirements and **delivered tailored solutions** across various market segments.
- **SFMC Platform Mastery & Data Management:** Demonstrated expertise in SFMC administration, **user roles, business unit management across** different markets, and data configurations including **extensions, publication lists, and filters**. Additionally, ensured data integrity through **contact deletion and remediation processes** when discrepancies arose.
- **Journey Building & Digital Marketing Integration:** Gained hands-on experience with Journey Builder, **emphasizing entry sources, activities, and flow controls**. Seamlessly integrated SFMC with Veeva CRM/Sales Cloud, leveraging Sales Cloud/Veeva data within journey builder.
- **Advanced Marketing Automation:** Proficiently **utilized Automation Studio** for various market-based processes, showcasing expertise in activities like data extraction, file transfers, scripts, and more. Implemented **email triggers via REST API** and established communication logging extensions for email, SMS, and push notifications to **facilitate market-specific auditing**.

- **Analytics & Reporting:** Executed **end-to-end Google Analytics 360 integrations** and testing for two markets. Developed both standard and custom reports for diverse email and mobile campaigns, **ensuring data-driven insights**.
- **Specialized Marketing Tools & Methods:** Demonstrated competence in **A/B testing across markets, profile & preference attribute management**, and the creation of attribute groups using the 'Data Designer'. Also, **built Postman application collections** for optimal email deliverability by identifying List Detective emails.

Worked as ETL/ Informatica Developer

Jan '15 - May '18

Precifab Technologies Pvt Ltd

- **Informatica Implementation & Design:** Led the creation of both **simple and complex mappings**, utilizing Informatica Designer tools like **Source Analyzer, Mapplet Designer, and Mapping Designer**, while emphasizing the incorporation of essential business logic for data staging.
- **Data Transformation & Reusability:** Leveraged Informatica's transformation tools, including **Filter, Expression, Lookup, Aggregator, and more**, optimizing **data manipulation**. Championed the principle of reusability throughout the development process.
- **Scripting & Workflow Optimization:** Authored **shell scripts** to facilitate workflows in a Unix environment, focusing on **enhancing the ETL flow of Informatica** workflows through targeted performance tuning at multiple levels.
- **Reporting & Quality Assurance:** Spearheaded the creation of **user-centric reports**, actively participated in **team code reviews**, and ensured high standards through comprehensive unit testing across various ETL levels.
- **Production Support & Troubleshooting:** Provided **critical production support**, swiftly addressing ongoing issues, rectifying invalid mappings, and resolving complex **technical database challenges**.
- **Salesforce Management & Collaboration:** Proficiently managed Salesforce applications like **Aforce, Jforce & Acclarent**, resolving user management issues, working with standard objects, **setting up validation rules**, scheduling reports, and **fostering collaboration with onsite teams**.

Teaching Assistant

May '12 - Dec '14

Cambridge Institute of Technology

- Oversaw syllabus distribution, managed timetables, coordinated departmental cultural activities for final-year students, supervised two distinct lab sessions, and maintained a comprehensive student database, liaising with class teachers to monitor student progress.

KEY PROJECTS

- **Red Wave:** Centralized data extraction from multiple OLTP systems and flat files into a singular data warehouse using Informatica PowerCentre, subsequently generating comprehensive reports tailored to distinct insurance domains.
- **Norton Healthcare:** Oversaw the extraction and loading of data from disparate databases into an Oracle framework. This intricate ETL process encompassed source systems, staging areas, Data warehouse, and Datamart, ensuring seamless data integration across over 40 facilities.
- **Sanofi:** Orchestrated the extraction of vast datasets stored across multiple databases and efficiently loaded them into an Oracle staging area. Emphasis was laid on applying nuanced business logic to transform the table structures in alignment with the company's biotech pharmaceutical directives.

EDUCATION

BE in Computer Science and Engineering

Jun '11

RGIT

60%

Diploma in Computer Science and Engineering

Jun '07

M.E.I Polytechnic

63%.

SOFTWARE & PROGRAMMES

Salesforce Marketing Cloud (SFMC)

Salesforce.com (SFDC)

Informatica Power Centre 8.6.1/9.6

Oracle SQL server

SQL Server 2008

JIRA

Figma (Interface design tool)

Quip

Litmus (Client view testing)

Erwin (data modeling)

InVision (template creation tool)

Toad (database management)

OPERATING SYSTEMS

Windows

Linux

FILE TRANSFER & API TOOLS

WinSCP

Filezilla

Postman

SCRIPTING & PROGRAMMING

HTML and CSS

SSJS and AMPScript

C/C++

METHODOLOGIES

Agile methodologies

CERTIFICATIONS

- Salesforce Certified Marketing Cloud Email Specialist | Credential ID: 21833253
- Salesforce Certified Marketing Cloud Consultant | Credential ID: 3140698
- Salesforce Certified Marketing Cloud Administrator | Credential ID: 22404812
- Salesforce Certified Administrator | Credential ID: 20245530