Saurabh Bhat

Salesforce Marketing Cloud

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SUMMARY

- Salesforce Developer with 2.8 years of experience in the Salesforce ecosystem, specializing in Marketing Cloud and Account Engagement (Pardot). Proven ability to deliver high-quality marketing automation solutions that drive engagement and business growth.Proficiency in developing solutions using Lightning Experience, including Lightning Component Framework and Lightning App Builder.
- Strong analytical and problem-solving skills to troubleshoot and resolve technical issues in Salesforce implementations.
- Ability to provide technical leadership, mentorship, and guidance to junior team members, and collaborate effectively with cross-functional teams.
- Experienced in designing and executing lead nurturing, email automation, and data segmentation strategies across Marketing Cloud and Pardot.
- Commitment to staying updated with the latest Salesforce releases, features, and best practices through self-learning, and training.
- Manage external relationships focusing on client satisfaction, clearly communicating issues and delegating work as necessary.
- Certified **Salesforce Marketing Cloud Administrator** and **Data Cloud Consultant**, with a strong commitment to continuous learning and staying current with the latest Salesforce releases, features, and industry best practices.

CORE COMPETENCIES

- Programming and problem-solving skills
- Lifelong learner
- Leadership
- Communication
- Requirement Gathering /Analysis
- Agile

TECHNICAL SKILLS

- Marketing Cloud(Studios and Builders)
- Cross Cloud Integration
- Customer Engagement
- SFTP
- Salesforce REST/SOAP APIs
- Salesforce Integration (REST, SOAP)
- Salesforce Triggers
- Salesforce Flows
- Salesforce Automation
- Salesforce Security Model
- Salesforce CLI (Command Line Interface)
- Salesforce DX (Developer Experience)
- Salesforce Data Model
- Structured Query Language (SFMC-SQL)
- Salesforce Reports and Dashboards
- Salesforce Security Model (Profiles, Permission Sets, Sharing Rules)
- HTML & CSS

WORK EXPERIENCE

Uphill Technology Pvt Ltd	**Mar-2023 to Present**
Uphill Technology Pvt Ltd (Intern)	**Aug-2022 to Feb-2023**

PROJECTS

Project Name: Marketing Automation for Insurance Provider

Summary:

Implemented cross-channel marketing automation using Salesforce Marketing Cloud for a Singapore- based insurance provider, improving customer engagement and boosting conversion rates.

Achievements:

- Designed and executed cross-channel journeys using Journey Builder for automated email and SMS Campaign.
- Developed and optimized data extensions and implemented segmentation logic using SQL to create targeted audience groups.
- Configured SFTP locations for secure and automated data extraction, import, and storage.
- Set up content blocks, dynamic content, and personalized email templates for improved customer interaction.
- Managed data integrations and ensured successful synchronization of data into Marketing Cloud.
- Created abandoned cart journeys and executed dynamic content campaigns, leading to a 20% increase in conversion rates.

Project Name: Account Engagement for Startup-Investor Middleware

Summary:

Set up and managed Salesforce Account Engagement (Pardot) for a company that connects startups with investors to help raise funding. The solution supported lead nurturing and automated email follow-ups.

Achievements:

- Set up Salesforce Account Engagement (Pardot) from scratch to support marketing and lead management.
- Built automated lead journeys to guide potential investors and startups through the funding process.
- Used **Apex Email Services** to capture incoming emails and automate follow-up communication.Implemented automated data synchronization between Salesforce and other systems to ensure data consistency and accuracy in real-time or at scheduled intervals.
- Created forms, landing pages, email templates, and set up engagement programs to track user activity.
- Implemented lead scoring and grading to help the sales team focus on the most qualified leads.
- Worked closely with business teams to make sure the system met goals and improved startup-investor communication.
- Tracked lead sources and campaign performance to measure results and improve marketing strategies.

EDUCATION & CERTIFICATIONS

- Salesforce Data Cloud Consultant
- Salesforce Marketing Cloud Admin
- Salesforce Ai Associate
- B.E Computer Science from RTMNU University – (2018-2022)

End of Resume