

**Pranay Date**

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**Objective:** Salesforce Marketing Cloud Consultant with over 2+ years of experience in marketing automation, campaign management, and CRM integrations. Proficient in leveraging Salesforce Marketing Cloud to deliver seamless marketing solutions, optimize workflows, and enhance customer engagement.

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**Experience:****Salesforce Marketing Cloud Consultant**

*Capgemini, Pune*

*Dec 2022 - Present*

- Designed and implemented end-to-end marketing automation solutions using Email Studio, Automation Studio, Journey Builder, and Contact Builder.
- Integrated Salesforce Marketing Cloud with CRM systems using Marketing Cloud Connector, REST APIs, and middleware solutions.
- Analyzed business requirements to identify gaps and provided technical solutions to align with functional needs.
- Built scalable marketing programs, ensuring delivery on planned value and minimizing impact on technical designs.
- Provided marketing insights and architectural recommendations to enhance campaign performance and ROI.

**Marketing Automation Specialist**

*Capgemini, Mumbai*

*Jan 2024 - Nov 2024*

- Developed multi-channel campaigns, increasing customer engagement by 20%.
- Configured and optimized Marketing Cloud tools for advanced audience segmentation and personalized campaigns.
- Conducted impact assessments on technical designs caused by evolving functional requirements.
- Built real-time reports and dashboards to track campaign metrics and improve strategy.

**Salesforce Developer**

*Salesforce Trailhead, Pune*

*March 2023 - Dec 2023*

- Implemented marketing automation workflows using Automation Studio and Journey Builder.
  - Customized Salesforce solutions using Lightning Flows and Apex to meet unique client requirements.
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## **Skills:**

### **Salesforce Marketing Cloud Expertise:**

- Email Studio, Automation Studio, Journey Builder, Contact Builder.
- Integration with CRM/third-party applications using REST/SOAP APIs and Middleware.

### **Marketing Automation:**

- Campaign development, personalization, audience segmentation.
- A/B Testing, analytics, and ROI optimization.

### **Salesforce Development:**

- Apex, Lightning Flows, and Salesforce Data Model.

### **Technical Analysis & Solution Design:**

- Assessing technical impacts of functional requirements.
  - End-to-end marketing program architecture and implementation.
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## **Certifications:**

- Salesforce Marketing Cloud Email Specialist (In Progress).
  - Salesforce AI Associate and AI Specialist (In Progress).
  - Salesforce Platform Developer I (Completed).
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## **Key Projects:**

### **Marketing Automation Solution**

- Designed and deployed automated customer journeys for a financial services client, reducing manual effort by 30%.
- Configured seamless integration between Marketing Cloud and Salesforce CRM using MC Connector and REST APIs.

### **Multi-Channel Campaign Management**

- Led the implementation of a multi-channel campaign for a retail client, achieving a 15% increase in customer engagement.

### **CRM and Marketing Cloud Integration**

- Developed integration workflows to sync customer data across Marketing Cloud and third-party applications, enhancing data accuracy.

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### **Additional Information:**

- Familiarity with Eloqua and other marketing platforms.
- Proven ability to deliver hybrid work model solutions.
- Strong understanding of marketing automation best practices and industry trends.