

# SAKSHI M DOKARIMARE

## SALESFORCE MARKETING CLOUD DEVELOPER



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## PROFESSIONAL SUMMARY

Certified **Salesforce Marketing Cloud Specialist** with **2+ years** of experience in delivering end-to-end solutions including personalized campaigns, dynamic content, and automation workflows. Adept at implementing customer journeys, integrations, and data-driven marketing strategies. Skilled in extending SFMC capabilities through AMP script, SQL, and **data manipulations** while ensuring **compliance** with GDPR, CCPA, and other data protection standards.

## TECHNICAL SKILLS

- **Salesforce Marketing Cloud:** Email Studio, Journey Builder, Automation Studio, Web Studio, Cloud Pages
- **Technologies:** AMP script, SQL, HTML, CSS, JavaScript
- **Data Management:** Data Extensions, Audience Segmentation, Dynamic Content, Integrations
- **Compliance Knowledge:** GDPR, CCPA
- **Tools:** VS Code, Bit bucket, Jira, Litmus
- **Reporting & Analytics:** Campaign Metrics, Optimization, A/B Testing

## CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist | Issued: 2025
- Salesforce AI Associate | Credential ID: 4985213 | Issued: 2024
- Salesforce B2C Commerce Cloud Developer | Credential ID: 3716202 | Issued: 2023

## WORK EXPERIENCE

### Mindstix Software Labs *1/2025 - Present*

*Pune*

- Completed an in-depth training program focused on **JavaScript** fundamentals and advanced concepts. Gained a thorough understanding of core programming concepts such as variables, functions, loops, arrays, objects, and ES6+ features (arrow functions, promises, async/await).
- Gained exposure to **APIs** and how to work with **JSON** data. Integrated external APIs into web applications to fetch and display data, gaining experience in handling **RESTful services** and parsing JSON responses.

- Gained hands-on experience using **Postman** for testing and debugging APIs. Executed GET, POST, PUT, and DELETE requests, validated responses, and identified issues to ensure proper integration with front-end applications.
- Familiarized with **Git** for version control, including creating and managing repositories, working with branches, and handling merge conflicts.

**Ceptra Infotech(Contract)** 9/2024 – 12/2024

*Remote*

- Delivered end-to-end Salesforce Marketing Cloud solutions for multiple clients, implementing personalized email campaigns, audience segmentation, and automation workflows.
- Designed dynamic content and responsive email templates leveraging AMP script, SQL, and Automation Studio.
- Built and optimized customer journeys and automations to enhance engagement and retention.
- Optimized segmentation, audience targeting, and campaign reporting for improved campaign effectiveness.

Ensured compliance with GDPR and CCPA during multi-region campaign execution.

**Valtech India Systems Pvt. Ltd** 6/2022 – 05/2024

*Bengaluru, Karnataka*

- Designed and executed CRM automation strategies to drive engagement through interactive, behaviour-based campaigns.
- Developed Cloud Pages, landing pages, and HTML email templates aligned with client specific goals.
- Built lifecycle campaigns for acquisition, retention, and upselling with personalization and dynamic content.
- Proficient in HTML, CSS, AMP script, and Automation Studio for error-free deployments.
- Leveraged Data Extensions and SQL-based queries to manage segmentation and deliver targeted content.
- Managed campaigns across diverse regions, ensuring compliance and achieving measurable ROI improvements.

**ACADEMIC QUALIFICATION**

- Bachelors in Computer Science and Engineering  
*RTM Nagpur University* 2017-2021
- Higher Secondary Education  
*Nagpur Board* 2015-2017

**DECLARATION**

I hereby declare that the above information is true to the best of my knowledge and belief.

Name- Sakshi Dokarimare

Place -Nagpur