

# Yashovardhan Shakhya

Salesforce Marketing Cloud Consultant

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🌐 [www.salesforce.com/trailblazer/pqcf8cow1cdgs7kv6j](https://www.salesforce.com/trailblazer/pqcf8cow1cdgs7kv6j)

## SUMMARY

Salesforce Consultant with over 2 years of hands-on experience at Viatris, proficient in Salesforce Marketing Cloud tools like Email Studio, Journey Builder, and Automation Studio. Delivered 100+ emails, 50+ journeys, and 30+ reports with a customer-centric mindset and strong execution skills.

## WORK EXPERIENCE

Salesforce Marketing Cloud  
Consultant

Dec 2022 - Present

Viatris , Remote

- **Managed 4+ business units** as SFMC Administrator, optimizing platform efficiency and aligning campaign operations across departments.
- **Configured user roles, permissions, and platform security**, ensuring GDPR, CCPA, and CAN-SPAM compliance across all marketing activities.
- **Installed and set up Marketing Cloud Connect**, enabling real-time sync of Leads, Contacts, Opportunities, and Campaigns with Salesforce Sales Cloud.
- **Executed 100+ cross-channel campaigns** (email/SMS/push), boosting open rates by **25%** and click-through rates by **15%** using Journey Builder and Automation Studio.
- **Developed A/B testing strategies**, implemented IP warming, and configured SPF/DKIM/DMARC protocols to enhance email deliverability by **30%**.
- **Built and maintained 80+ dynamic templates** using Classic Editor, Content Builder, AMPscript, and SSJS to deliver personalized content at scale.
- **Created and optimized preference centers and opt-in strategies**, increasing subscriber retention by **18%** and maintaining compliance.
- **Automated 60+ campaigns** using Automation Studio, Journey Builder, and triggered sends, saving over **50 hours/month** in manual effort.
- **Designed and executed SQL-based segmentation queries** for targeted messaging, improving engagement by **22%**.
- **Configured and maintained Synchronized Data Extensions** and Data Relationships, ensuring access to real-time CRM data for personalized campaigns.
- **Integrated Sales Cloud objects** (Leads, Contacts, Opportunities, Cases) into SFMC to drive behavior-based automations and 1:1 marketing.
- **Built REST and SOAP API integrations** to sync and update customer data across systems, enabling accurate and timely campaign execution.
- **Developed and validated Web-to-Lead forms and Cloud Pages** with API integration, achieving **98% data accuracy** and higher form submissions.
- **Created custom middleware solutions** for seamless data flow between SFMC, external CRMs, and third-party platforms.
- **Set up external data connections and real-time sync mechanisms**, enabling up-to-date customer insights across 200K+ records.
- **Designed advanced performance dashboards** in Analytics Builder, delivering real-time insights and increasing reporting efficiency by **35%**.
- **Monitored email rendering, bounce rates, and inbox placement**, optimizing for engagement and reducing spam complaints by **20%**.
- **Leveraged Einstein AI tools**, including Engagement Scoring and Send Time Optimization, to boost campaign performance by **15%**.
- **Trained 20+ internal stakeholders** on SFMC tools, enhancing cross-functional understanding and reducing support requests by **40%**.
- **Stayed current on SFMC and Data Cloud innovations**, applying new features to deliver cutting-edge customer experiences and improve marketing agility.

EDUCATION

Bachelor Of Technology: Rajiv Gandhi University Of Knowledge Technologies, Basar

Jul 2019 - May 2023

Civil Engineering

SKILLS

Salesforce Platforms

Salesforce Marketing Cloud (SFMC), Salesforce Sales Cloud, Salesforce Administrator, Marketing Cloud Admin, Data Cloud Basics (Genie)

SFMC Studios & Builders

Email Studio, Contact Builder, Automation Studio, Brand Builder, SFMC Setup

Email & Deliverability

Email Deliverability, A/B Testing, IP Warming, SPF/DKIM/DMARC Setup, Preference Centers & Opt-In Strategies

Reporting & Analytics

SFMC Reports, Analytics Builder, Einstein Engagement Scoring, Send Time Optimization

Campaign Management

Cross-Channel Campaign Automation (Email, SMS), Journey Builder, Triggered Sends, SQL-Based Segmentation, Dynamic Content with AMPscript

Scripting & Query Languages

AMPscript, SQL, Server-Side JavaScript (SSJS), JavaScript

Web Development

HTML, CSS, Tailwind CSS, Web-to-Lead Forms, Cloud Pages

Frameworks & Tools

React, Redux, Webpack, Postman

API & Integrations

REST APIs, SOAP APIs, API Testing & Integration, Salesforce Marketing Cloud Connect, Real-Time Data Synchronization

CERTIFICATES

Salesforce Marketing Cloud Email Specialist

Mar 2025 - Present

Agentforce Specialist

Oct 2024 - Present

Salesforce AI Associate

Oct 2024 - Present