**Samdani Hussain Shaik**

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**6 + years of experience in the IT industry, out of which more than 3 + years in Salesforce Marketing Cloud. Highly skilled Marketing Cloud Consultant with Expertise in Email Studio, Automation Studio and Marketing Automation. marketing operations. Looking for opportunities to leverage my skills and be part of organizational growth.**

**Experience Summary: -**

**Digital Marketing Associate| Accenture Solutions Pvt Ltd| Feb 2022 – Present**

* Working as an individual contributor for the automative car industry.
* Salesforce Marketing Cloud Expertise: Proficiency in Email Studio, Automation Studio, Content Builder and Contact Builder.
* Using SFDC and SFMC systems to create a common communication channel to send out email from SFMC.
* Synchronizing Data between SFMC and SFDC. Using data filled in SFDC to Sync to SFMC using synchronized Data Extension.
* Handling of large chunk of Data Extension and Records. Actively finding solutions for leveraging different CRM tools and Salesforce Products with Salesforce Marketing Cloud.
* Review new project requests from clients to determine how to implement using established setup.
* To provide constructive solutions using Salesforce Marketing Cloud in different projects.
* Data Modeling and Management: Understanding of Salesforce Data Model including expertise in Data Import/Export and File Transfer activities.
* Project Management and Problem Solving: Proven Track Record in managing projects efficiently and developing best practice in Salesforce environments.
* Create automation to fetch the data and manipulate data to use in our created email creatives depending on the fields selected.
* Conducting training for clients and managing cross-team communication.

**Systems Analyst | TCS | March 2022 – June 2023**

* Build Emails in Salesforce Marketing Cloud using HTML and CSS.
* Working on day-to-day campaigns to meet client requirements.
* Troubleshoot HTML emails using Litmus. Check mobile rendering of e- mail clients and mobile devices.
* Hands on experience working with HTML, Adobe Photoshop, Dreamweaver, Notepad++, SQL queries and AMPscript.
* Technical Configuration and Development: Proficient in configuring Salesforce Marketing Cloud Configuration including creating Data Extensions, Responsive Email Creatives, using SQL for Database management and query building.
* Have maintain quality assurance and content checking of different emails before the deployment of the campaign.
* Recommending Email layouts, Subject lines, and Target audience to the client.

**Digital Tech Developer Senior Analyst | Accenture | Feb 2021 – March 2022**

* Handling clients for APAC and US regions.
* Operations on Salesforce Marketing Cloud - creating templates, automations and providing feasible solutions to different requirements with tool operations, using Amp-Script.
* Managing client projects from start to implementation and strategy planning based on audience.
* Direct point of contact to client for all queries, attend weekly and monthly calls to discuss on project’s status and performance.
* Recommend optimization tactics to improve campaign performance.
* Manage the compilation and dissemination of regular (e.g., weekly, monthly, quarterly, etc.) reports on performance of optimization campaigns.
* Preparing presentations for pre-deployment campaigns and providing feedback to the client on performance and will give suggestions if the campaign is not performing as expected.

**Campaign Analyst | Epsilon | Feb 2019 - Feb 2021**

* Handling clients across different regions like the UK and APAC.
* Creating the audience segments based on client’s requirement
* Using quantitative data gathered to develop an understanding of customer behavior, demographics and lifecycle.
* Implementing the new quality strategies to maintain healthy IP reputations for the clients and email templates.
* Analyzing the performance & deliverability issues of the campaigns through Return Path tool, developing the strategies on the future campaigns.
* Building customer journey based on customer lifecycles for trigger campaigns.
* Converting data into actionable insights by predicting and modeling future outcomes.
* Maintain client wise QA checklist while executing the campaigns.
* Improving openers count by A/B testing, campaigns to non-responders, deploying campaigns to high engaging list, list segregation-based user engagement.

**Campaign Manager | Zeta Global | Oct 2016 - Feb 2019**

* Handling client for US region.
* On Boarded client requirements and strategies to attain revenue win such as Creative strategies-based Website performances, Inbox Placements, Warming up IP’s, throttling, Segments etc.
* Worked on Migration of Client ticketing process to Zeta Smart APP.
* Working with web development team to develop effective HTML pages and landing pages and End to End QA will be performed.
* Setting up the campaigns (ADHOC, Real time, Recurring Trigger, and Dynamic) based upon the client requirement.
* Responsible for daily, weekly, monthly status calls to discuss projects and campaign performances.

**Sales Executive | Kairav Chemofarbe Industries Ltd | Dec 2014 - Dec 2015**

* To acquire new clients in the specified region/market.
* Interact regularly with the clients to ensure a committed and partnership-based relationship.
* Coordinating with the manufacturing facility regarding dispatch of materials as per the scheduled time.
* Comply with Sales process and mechanism of the company to ensure Business Professionalism & Integrity.

**Graduate Apprentice Trainee | The Sirpur Paper Mills Ltd | Aug 2009 - Aug 2010**

* Handling the plant operation by maintaining the flow rates of chemicals.
* Responsible for production daily.
* Reporting to the superiors regarding plant process.

**Educational Qualifications:  
  
2010-2012** MBA from National Institute of Technology Karnataka, Surathkal.

**2005-2009** B.Tech from University College of Technology, Osmania University.

# Achievements:

* Received **On the Spot (Team) Award** in July 2022.
* I received a **Certificate of Excellence** in May 2020.
* **Best Employee** for the month of December 2018 (Assessment-Globally).
* I received the title of **Star Performer** for Q1 -2018.
* I received a **Reward** for the month of December 2017.

# Certifications:

* Certified Salesforce Marketing Cloud Email Specialist.
* Certified Salesforce Marketing Cloud Administrator.
* Certified Salesforce AI Associate.
* Certified Salesforce AI Specialist.
* Certified Level 1 Harmony Email Specialist.

**Personal Strengths:**

* Good presentation, communication and interpersonal skills.
* Ability to work independently, also to integrate into and work in teams.
* Good leadership skills and patience. Have a steep learning curve.
* Proficiency to work under pressure and extend arm to help.