

SHIVAM Kumar

Bangalore, KA

kshivam4127@gmail.com

+91-8340601977

[Linkedin](#)

WORK EXPERIENCE

Cognizant
Associate

Bangalore, KA
July 2021 - Present

- Demonstrated excellent coordination in project activities and ensured proper documentation of project phases while working as a **Salesforce Marketing Cloud Developer** for a French multinational pharmaceutical company (30+ Business Units).
- Actively worked on functionality which involved campaign execution and sharing campaign data to downstream system.
- Worked on **development, deployment** and **functional testing** of various features involved in the project.
- Have a good understanding of the tools in SFMC like **Email Studio, Mobile Studio, Contact Builder, Automation Studio, Journey Builder, Analytics Builder** and **Cloud Pages**.
- Have a good knowledge on **SQL, AMPscript** and **SSJS**.
- Can effectively communicate with clients from various countries and resolve the issue/incident raised by them on ServiceNow during Hypercare phase.
- Hands-on experienced in SFDC development using **SF Configuration, Apex Classes, Triggers, SOQL** and **LWC**.
- Hands-on knowledge in **custom object, custom tab, page layout, record type**, created and managed **custom field, formulas, validation rules** and **approval processes**.

SKILLS

| | |
|------------------------|----------------------------------|
| Programming Languages: | JavaScript, Apex, LWC, Core Java |
| Database Languages: | SOQL, SOSL. |
| Designing: | HTML, CSS. |
| Tools: | JIRA, ServiceNow, Workbench. |

Projects

- Automated a process for discount calculation on bulk data load. Developed using **Custom Object, Validation Rule, Apex Class** and **Trigger**.
- A Forward Collision Warning System (10/2020 - 02/2021) Trained an ML model using the Keras library on the dataset consisting of images. Making new predictions from the validation set gives an accuracy of 80%. Language: **Python** Tool: **Google Colab**

CERTIFICATIONS

- **Salesforce Certified Associate** ([Link](#))
- **Salesforce Certified Marketing Cloud Email Specialist** ([Link](#))
- **Salesforce Certified Marketing Cloud Administrator** ([Link](#))
- **Salesforce Certified Marketing Cloud Developer** ([Link](#))
- **Salesforce Certified Marketing Cloud Consultant** ([Link](#))

Education

Techno International New Town (MAKAUT)
B. Tech in Information Technology - 8.62 CGPA

Kolkata, WB
Jul, 2017 – Jul, 2021

D.A.V. KapilDev Public School (CBSE)
Higher Secondary (PCM) - 85.6%

Ranchi, JH
Jun, 2014 - Mar, 2016

Research Publication

IEEE - A Forward Collision Warning System Using Convolutional Neural Network. (02/2021) ([Link](#))

Achievements

- Trailhead Ranger ([Link](#))
- Received an official recognition “Cognizant Cheers” from the project manager for “Doing the right thing, the right way”.