**Skills**

* **Salesforce Marketing Cloud**
* **Core Java**
* **DBMS(MySQL)**
* **JavaScript**
* **OOPS**
* **Data Structures Algorithms**

**Education**

**B-Tech** Techno International New Town (MAKAUT)

**DGPA: 8.62**  2017-2021 Information Technology

**Intermediate** DAV Kapil Dev Public School (CBSE)

**85.6%** 2014-2016 PCM

**SSC** ST. Francis School (ICSE)

**88.8%** 2013-2014 General

**Achievements**

* Received an official recognition “**Cognizant Cheers**” from the project manager for “Doing the right thing, the right way”.
* Solved 200+ problem solving questions on HackerRank and LeetCode.

**Certificates**

* Salesforce Certified Marketing Cloud Administrator. [Link](https://drive.google.com/file/d/1qytWQSMSXZkkPqXOCyHZlTuDQC_oyypE/view?usp=share_link)
* Salesforce Certified Marketing Cloud Email Specialist. [Link](https://drive.google.com/file/d/1fksv0x7O8IXY-Gv5D4d3MifheDqfRMBY/view?usp=share_link)

SHIVAM KUMAR

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**Work Experience**

**Programmer Analyst/Salesforce Developer**

**Cognizant Technology Solutions**

Jul 2021 – Present

* Worked as a **Salesforce Marketing Cloud Developer** for a French multinational pharmaceutical company.
* 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 of the project.
* Have a good understanding of the tools in SFMC like **Email Studio**, **Contact Builder**, **Automation Studio**, **Journey Builder**, **Cloud Pages**.
* Have a good knowledge on **SQL** and **SSJS.**
* Can effectively communicate with clients from various countries and resolve the issue/incident raised by them as a part of Support incident on ServiceNow.

**Academic Project**

* Developed "**A Forward Collision Warning System**".
* *Trained a* ***ML*** *model using* ***Keras*** *library on the dataset consisting of* ***images****.*

*Making new prediction from validation set giving an* ***accuracy*** *of* ***80%.***

*Language:* ***Python***

*Tool:* ***Google Colab***

**Research Publication**

**A Forward Collision Warning System Using Convolutional Neural Network.**

**IEEE**  [Link](https://ieeexplore.ieee.org/document/9122858)Feb 14-15, 2020

**MMMUT Gorakhpur, UP, India**