



# Shivam Kumar

## Programmer Analyst

Always admire working in a dynamic environment to utilize my knowledge and skills to learn and grow both professionally and personally. Flexible in learning and working on new technologies.

✉ kshivam4127@gmail.com

☎ 8340601977

📍 Bangalore, India

🌐 [linkedin.com/in/shivam-kumar-587199189](https://www.linkedin.com/in/shivam-kumar-587199189)

## WORK EXPERIENCE

### Programmer Analyst

#### Cognizant Technology Solutions

07/2021 - Present

Bangalore, India

##### Achievements/Tasks

- 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
- 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, AMPscript** and **SSJS**.
- Can effectively communicate with clients from various countries and resolve the issue/incident raised by them on ServiceNow during the Hypercare phase.
- 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**

## EDUCATION

### B-Tech in Information Technology

#### Techno International New Town (MAKAUT)

06/2017 - 06/2021

Kolkata, India

DGPA

- 8.62

### Higher Secondary (PCM)

#### DAV KapilDev Public School (CBSE)

04/2014 - 04/2016

Ranchi, Jharkhand

Percentage

- 85.6%

## SKILLS

Salesforce Marketing Cloud

Email Studio

Contact Builder

Automation Studio

Journey Builder

Mobile Studio

Analytics Builder

Cloud Pages

MC WhatsApp Messaging

AmpScript

SSJS

HTML & CSS

Core Java

SQL

Salesforce Configuration

Salesforce Customization

Apex

Trigger

JavaScript

OOPS

Data Structures Algorithms

## CERTIFICATIONS

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](#)

## RESEARCH PUBLICATION

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

[Link](#)

## ACHIEVEMENTS

Trailhead Ranger

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.

## INTEREST

Fitness Enthusiast