RUCHI GARG

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PROFESSIONAL SUMMARY

Enthusiastic Marketing cloud expert eager to contribute to team success through hard work, attention to detail and excellent organizational skills. 10+ years of experience in CRM Multi-Channel Campaign Management, clear understanding of Marketing Automation, Lead Management and Campaign operations and execution using Salesforce Marketing Cloud. Motivated to learn, grow and excel in Digital Marketing. Recognized for excellent communication skills and encouraging creative work environments.

SKILLS

- Salesforce Marketing Cloud
- Salesforce CRM
- AMP Script / SSJS
- UI / UX (HTML, CSS, JS, Materialize CSS)
- Salesforce Lightning Components
- SQL/PL SQL
- Business Process
- Agile methodologies
- API Integration (REST / SOAP)

WORK HISTORY

SFMC Tech Lead, 12/2020 to Present
Barclays, Pune

- Extensively worked on variety of Campaign Management tools to build Omni-Channel customer journey orchestration and CRM Marketing Automations.
- Strong experience in handling cross-functional teams located across the world, including program management, sales, product and creative teams. Currently leading a team of technical experts mainly works on Salesforce Marketing Cloud.
- Responsible for managing and optimizing multiple B2B and B2C online and offline channels (Email, SMS, Direct Mail, Facebook ads etc.) to drive performance.
- Strong experience in designing and implementing marketing strategy and Next Best Action to drive significant response improvement and efficiency.
- Involved in SFMC development, proof of concepts and Assist team on new marketing campaigns including data configuration, email distribution, audience creation and utilization of capabilities in SFMC platform.
- Proficient in leveraging various studios & builders - Email Studio, Mobile Studio, Automation Studio, Interaction Studio, Advertising Studio, Journey builder, content builder, contact builder, Query Studio, Analytics builder etc. in SFMC platform for running B2C and B2C marketing campaigns.
- Integrating Salesforce Sales Cloud features with Salesforce Marketing Cloud.

Lead Salesforce Marketing Cloud Developer, 12/2017 to 12/2020
CGI, Bangalore, Karnataka

- Developing custom functionalities, Journeys, Campaigns in Automation Studio
- Built & deployed solutions to deliver Marketing Automation & Lead Management capabilities
- Extensive experience in developing high quality responsive Cloud Pages and Emails using HTML, CSS, jQuery, AMP Script
- Email Triggered Sends integrating with salesforce and SOAP responses
- Experience in creating complex Email Campaigns, A/B testing, tracking Email open/click interactions
- Experience in segmenting customer data using Filters, Queries, Measures etc.
- Development of custom content blocks using Block SDK and deploying in Marketing Cloud using Heroku Integration
- Proficiency in Web Studio, Automation Studio, Journey Builders, Content Builder, Email Studio, Contact Builder

- Created and managed user's Account, Roles and permissions using Marketing Cloud
- Very Good knowledge of Salesforce and Marketing Cloud implementation and integration using REST and SOAP API

Senior Salesforce Front End Developer, 07/2017 to 12/2017
CGI, Bangalore, Karnataka

- This project deals with Global Case Management solution, used within different areas throughout Michelin.
- It consists of several applications used to handle different type of cases.
- This solution is based on Salesforce CRM Worked on Salesforce Community cloud as Lead UI Developer,
- Developing new Salesforce Lightning Components for Dealer Application Setting up Profiles, Creating Roles, Page Layouts, Org-wide Default (OWD), and Permission sets
- Worked on Mobile Application, Data Extraction tools, and Data migration tools Developing Visual Force, APEX, and Force.com platform, Components and Controllers in Salesforce Classic & Lightning.

Senior Software Developer, 04/2016 to 06/2017
CGI, Bangalore, Karnataka

- Worked on Configuration of Business Object Layer, Siebel Product Configuration, Administration Products, Product Eligibility and Compatibility, Assignment rules
- Developing Business services at Server side and on Client side and Siebel workflows Design and development of Performed Application Admin tasks like LOV's, Positions, PDQ's, Responsibilities, Views, Users.

IT Analyst, 02/2013 to 03/2016
TCS, Bangalore, Karnataka

- Worked on Account Management with billing, Asset Management, Sales Orders, Product with Promotions and Campaign Management Developed in Siebel7.8 with various levels of Configuration changes, e Scripts, EAI, EIM and Workflows Worked on Siebel Integration with external systems such as Kenan and SCMS for Billing and Asset Management for background process, development of Siebel BIP reports and actuate reports.

Software Developer, 07/2011 to 01/2013
European Telecom Equipment Vendor, TCS, Bangalore, Karnataka

- Worked on forecast generation and monitoring future business Technically upgraded version of Siebel from 7.5.3 to 8.1.1.7 Worked on Siebel configuration, e-script to customize the solution as per business need Provided functional training to all business users for the new functionalities released

EDUCATION

Master of Computer Applications, 2011
Banasthali University - Rajasthan

Bachelor of Science, Computer Science and Mathematics, 2008
Banasthali University - Rajasthan