

Contact

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Top Skills

AMPScript
Salesforce Marketing Cloud
Team Leadership

Languages

English
Hindi

Certifications

Salesforce Certified Marketing Cloud
Email Specialist
Salesforce Certified Marketing Cloud
Consultant
Salesforce Certified Marketing Cloud
Administrator (SU19)
Salesforce Certified Marketing Cloud
Developer

Rajesh Bajpai

Marketing Automation Consultant
Bengaluru, Karnataka, India

Summary

Certified Salesforce Marketing Cloud Consultant with 10+ years experience in Marketing Automations.

Skilled in AMPScript, SSJS, Journey Builder, Content Builder, Contact Builder, Reporting , Cloud Pages , Automation Studio, Marketing Connect.

Experienced in Pardot, Mailchimp, HubSpot

Experience

Marketing Automation Consultant
March 2020 - Present (3 years)

Collecting and understanding client business and technical requirements

Translating business and technical requirements into actionable strategic marketing transformation program plans (i.e. implementation, change management or operation strategies, etc.)

Developing technical solutions within Marketing Cloud utilizing skills such as SQL, HTML, CSS, Javascript and SSJS, AMPScript

Training clients on how to use Salesforce Marketing Cloud and serving as the subject matter advisor on the Salesforce Marketing Cloud ecosystem (email studio, journey builder, mobile push, SMS, cloud pages, ad studio, social studio, etc.).

Coding SQL for data queries within the Automation Studio.

Empowering clients to move to self-service execution of email campaigns.

Configuring business units and using the SFMC Connector for linking core Salesforce to Marketing Cloud.

Advising and executing Salesforce Marketing Cloud best practices.

Interacting with internal, client and partner stakeholders.

Participating in solution design, implementation and systems integration.

Contributing to overall deliverables.

Technical Skills : Salesforce.com, Marketing Cloud, Pardot, Mailchimp, Audience Builder, Journey Builder, Marketing Connect, AMPScript, jQuery, JavaScript, SQL, HTML, CSS

Datarati

3 years 8 months

Head Of Technology

April 2019 - February 2020 (11 months)

- Worked with strategy team to help clients maximize their investment in the Salesforce Marketing Cloud Platform
- Responsible for implementing Salesforce Marketing Cloud practices
- Responsible for monitoring new technologies and assessing their potential to become new products or services, overseeing the selection of research projects to ensure that they have the.
- Responsible for building a Centre of Excellence to ensure speed and precision execution where the customer is the focus
- Providing effective leadership and strategic direction across all areas of information technology
- Ensuring technology capability enables the business to run efficiently and flexibly
- Participate as a member of the Leadership team offering insights across strategy and vision
- Act as a solutions partner, responding to business requests that can support innovation and product development
- Manage the entire onshore and offshore teams and operations to ensure that best practices are adopted and delivered with high standard

Technology Summary:

Salesforce.com, Marketing Cloud, Pardot, Audience Builder, Journey Builder, Marketing Connect, AMPScript, jQuery, JavaScript, SQL, HTML, CSS

General Manager - India

September 2018 - April 2019 (8 months)

Regional Technology Practice Manager

July 2016 - September 2018 (2 years 3 months)

India

- Worked with strategy team to help clients maximize their investment in the Salesforce Marketing Cloud Platform
- Responsible for alignment of all project estimations and statement of work
- Mentored a team of technology consultants
- Responsible for all Salesforce Marketing Cloud training, accreditation and certifications
- Implemented best practices and design patterns for expanded software development capabilities

Technology Summary:

Salesforce.com, Marketing Cloud, Pardot, Audience Builder, Journey Builder, Marketing Connect, AMPScript, jQuery, JavaScript, SQL, HTML, CSS, XSLT

PFSweb

Technical Lead

February 2015 - July 2016 (1 year 6 months)

Bengaluru, Karnataka, India

Theorem

2 years 10 months

Technical Lead

April 2014 - February 2015 (11 months)

Sr. Business Analyst

May 2012 - May 2014 (2 years 1 month)

Mysuru Area, India

Worked as a Technical Architect for the client, "ExactTarget".

Responsibilities:

- Technical design and solution validation
- Advanced configuration/development activities per assigned work orders
- Technical liaison to ExactTarget product teams to support custom and/or atypical initiatives
- Testing and validation of work package
- Supporting documentation process by providing applicable artifacts (code samples, screenshots, etc.)

- Support overall solution and process improvements by providing feedback

Mindlogicx Infratec Ltd

Project Co - Ordinator

October 2011 - March 2012 (6 months)

Bangalore

- Creating Software Requirement Specification documents.
- Creating and Reviewing Business Requirement Documents as per University requirements.
- Documenting the University's Evaluation and Result Processing Requirement and interfacing the same with the solution and delivery team.
- Creating and performing User Acceptance Test (UAT) cases.
- Finding and reporting issues pertaining to data integrity and application bugs, and ensuring that they are resolved.
- Querying the Database for creating Reports.
- Recruiting Human Resources as per the Project Requirement.
- Delegating work within team.
- Creating Software Implementation plans.
- Designing Post Implementation training materials(presentations, handbook)

Tata CMC Ltd

Business Analyst

April 2010 - September 2011 (1 year 6 months)

Bangalore

Client- PepsiCo India Holding Pvt. Ltd.

- Interacting with all levels and eliciting trust.
- Regression Testing and Functionality Testing.
- Identifying and solving bottle-necks.
- Finding and reporting issues pertaining to data integrity and application bugs, and ensuring that they are resolved.
- Code Review.
- Delegating work within team.
- Validating data pertaining to PepsiCo's business across the Country for uploading onto the SAMNA application.

Key Human Resources

Data warehouse Consultant

November 2009 - March 2010 (5 months)

CMC Ltd., Mumbai

Trainer

March 2009 - September 2009 (7 months)

T&M Services Consulting Pvt.Ltd

Technical Support

January 2009 - September 2009 (9 months)

Exposure- Internal Application (Quantum, IQ)

Responsibilities-

Interacting with all levels and eliciting trust

Providing support on applications

Major Activities Undertaken-

Implementation of Quantum.

Implementation of IQ.

Part of Pilot Rollout for IQ

Application upgradation at the client location

Troubleshooting while the upgradation.

Configuration of the handheld devices.

Provided assistance to the application user of the upgraded application

Resolving problems faced by the users in their activities in application

Extensive Travel done for Project Implementation

Team Development for the project Quantum at CMC Mumbai.

Team Development for the project Quantum at CMC Chennai.

Provided support and assistance to the team of field engineer's on site

Project Coordination for Quantum at CMC Chennai

Team Development for the project IQ at CMC Bangalore.

Project Coordination for Quantum at CMC Bangalore

Implementation of Quantum in Pune, Nasik, Jalgaon.

Implementation of IQ in Goa.

Post-Implementation support for IQ at Solapur.

Post-Implementation support for IQ at Ratnagiri.

Actively involved in solving issues faced by the application users.

NIIT LTD

Technical Consultant

April 2008 - December 2008 (9 months)

Education

University of Mumbai

BSc, Information Technology · (2005 - 2007)

Vivek College, Mumbai University

Bachelor of Science, IT · (2005 - 2007)

Garware Institute of Career and Development(Mumbai University)

Diploma, Computer Application Technology · (2003 - 2005)