Jafar Shareff
SFMC Developer
Hyderabad, India
Contact: +91 7993101351 +91-9848813951,
Email:shaikjafarshareff@gmail.com
LinkedIn: **www.linkedin.com/in/jafar-shareff-953253124/**
Trailhead: https://trailblazer.me/id/jshareff2
Certified Marketing Cloud Email Specialist
Certified Marketing Cloud Administrator

A dynamic professional with 6 years of total industrial experience in Digital Marketing, of which 2.5 years were spent with Salesforce Marketing Cloud. Would love to bean asset to an organization by adding value in terms of technology, deliverables, and team goals.

PROFILE SUMMARY

- Proven working experience using various marketing cloud components: Email Studio, Web Studio, Automation Studio, Journey Builder, Analytics Builder, Reports, Content Builder, Contact Builder.
- Proven working experience in Configuration and Development: SAP, Data extensions, Lists Publication lists, Suppression lists, HTML and Interactive Emails, Landing pages, Cloud Pages, A/B tests, Building SQL queries On JOINS, Reports Optimizing metrics like Opens, Clicks and Bounce Rates.
- Proven hands-on experience in creating journeys for complex business requirements, creating a custom preference center, Amp script, Creating Automations for all activities in the automation studio.
- Proven working Hands-on experience in Integrations of Salesforce Marketing Cloud with Salesforce Sales/ Service cloud while using Marketing Cloud Connect.

TECHNICAL SKILLS

Digital Marketing: Search Engine Optimization, Social Media Marketing, Google Ads, Email Marketing, Bulk SMS And WhatsApp Marketing, Amazon and Flipkart Ads, Google Analytics

Salesforce Marketing Cloud: Email Studio, Mobile Studio, Advertising Studio, Web studio, Social Studio, Content Builder, Journey Builder, Automation Studio, Audience Builder.

Programming Languages: WordPress, Elementor, Basic HTML, Basic SQL, AMP Script.

Designing Tools: Canva, Photoshop

CRM Management: Salesforce Marketing Cloud, Freshworks, Zoho, Jira, HubSpot, Mailchimp.

OpenDG Pvt Ltd, Hyderabad   **Jan 2021 – Present**
Salesforce Marketing Cloud Developer

Project Experience

- Understanding the business functionalities and analysis of business requirements.

- Helping clients with configuring user's accounts with roles and permissions.

- Handling the client requests around the world mainly in the US, Australia, the Middle East, and India for any issues related to the Marketing Cloud application.
- Developing responsive multichannel Email Templates and Campaigns.
- Analyzing the performance, impressions, bounces, clicks, and complaint rate of all emails sent and reporting the same to the client.
- Creating various campaigns in Journey builder.
- Set Up a Marketing Cloud Enhanced FTP and creation of FTP users.
- Created import activities in automation studio and used the activity in automation to get data from FTP.
- Created Standard to store data received by import automation and SQL query automation, Template based emails, Journeys as per business requirements and reports of journey builder email sends.
- Managing the status of emails from all subscribers.
- Scheduling Social Media Posts while using Social Studio.

Arial Engineering Services, Hyderabad   **Feb 2019 – Dec 2020**
Digital Marketing Manager

Project Experience

- Putting up plans to improve lead quality while also lowering cost per lead value.
- Created Dynamic Content Emails for personalizing emails. Reporting and analysis of the performance.
- Suppressing audience through suppression list, Landing Pages and Created templates, email messages in Content Builder.
- Created Dynamic Content Emails for personalizing emails. Reporting and analysis of the performance.
- Developing Google advertisements to increase new sales and brand exposure, use a variety of ads, including search, display, and call-only advertisements.
- Using social media sites like Facebook and LinkedIn to communicate with both business-to-business and consumer audiences.
- Increased the company's sales by 37% through implementing Facebook conversion and remarketing campaigns.
- Improved email open rate by 15% using different subject lines.

GateMaan Pvt Ltd, Hyderabad   **Jan 2017 – Jan 2019**
Search Engine Optimization Analyst

 Project Experience

- Putting up plans to improve lead quality while also lowering cost per lead value.
- Developing Google advertisements to increase new sales and brand exposure, use a variety of ads, including search, display, and call-only advertisements.
- Using social media sites like Facebook and LinkedIn to communicate with both business-to-business and consumer audiences.
- Increased the company's sales by **37%** through implementing Facebook conversion and remarketing campaigns.
- Improved Email open rate by **15%** using different subject lines.

A C A D E M I C   P R O F I L E

- **BE-Mechanical** from **JNTU** with 72% aggregate   2016
- **Senior Secondary from A.P Board** with 68%   2012
- **Secondary from A.P Board** with 82% aggregate   2010

S O F T   S K I L L

- The flexibility of working as part of a team and independently.
- Ability to lead and manage a team.
- Hard-Working & Enthusiastic.
- Ability to clearly explain the technical procedures to customers.
- Excellent written and verbal communication skills.

Declaration: I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Place: Hyderabad.

SHAIK. JAFFAR SHAREFF

Date: **Signature**