

Pankaj Gupta

SFMC Consultant

Email: guptapankaj1707@gmail.com

Phone: 9802801814

LinkedIn: [linkedin.com/in/pankaj-gupta-a99590126/](https://www.linkedin.com/in/pankaj-gupta-a99590126/)

GitHub: <https://github.com/Pankaj1707>

WORK EXPERIENCE

Salesforce

Success Engineer

Oct'21 – Present

- Providing end to end technical assistance in implementing **Marketing Cloud Solution** for our Global customer, identifying efficiency and problem areas of Marketing Cloud, **troubleshooting** their MC project issues.
- Creating **Campaigns across Web, Email and Mobile Channels** in Interaction Studio.
- Extensive knowledge in **Einstein Recipe, Real time Personalization, Server side JavaScript, Unified Customer profile, Sitemapping, Evergage Launcher, Template Creation** and other important concepts of Interaction studio.
- Thorough knowledge and adhere to best practices on **Email Studio, Mobile Studio, Web Studio, Automation Studio, Journey Builder, Content Builder and Contact Builder**.
- Architecting **Marketing Cloud Data Model**, Creating and Managing **Data Extensions and Lists**, Data Designer, Data Sources, Importing and Exporting Campaign Send and Tracking data.

Tata Consultancy Services

System Engineer

Mar'19 – Oct'21

- Part of the major Pharma client where we built Marketing Automation Solution using SFMC. Created scalable and personalized **Email Templates, Cloud Pages using HTML/CSS, JavaScript, and AMPSCRIPT**.
- **Journey Builder** – Good knowledge on **Entry Sources, Flow Controls, Activities, Salesforce Objects**, implementing **business automation logic**.
- Generated **SQL queries** in the back-end for automations for **segmentations and targeting**.
- Also, being one of the **member of Front-end team**, gained some hands-on knowledge of **HTML5, CSS3, ES6, and** developed some UI components using **ReactJS**.

Assistant System Engineer

Sep'18 – Mar'19

- Worked as a key member of the **UX/UI team** and created various templates using **HTML/CSS, JavaScript**.
- Completed some **Web development Projects using ReactJS**.

EDUCATION

B.Tech in Electronics & Communication

2014 - 2018

- DCRUST, Sonipat **CGPA 7.73**

Senior Secondary School

2013 - 2014

- Y.S.N, Narnaul, Haryana **92.8 % CBSE Board**

SKILLS

Technical Skills

- Salesforce Marketing Cloud (Studios and Builders)
- Campaign Management
- Email Campaigning
- Marketing Automation
- AmpScript
- SQL query (Wrote and Execute in Automation studio)
- HTML5, CSS, JavaScript
- JSON, API handling
- Dreamweaver, Photoshop (Used in Template Creation)

Strengths

- Dedicated learner.
- Team Player.
- Effective time management skills
- Adaptable and Interactive.

CERTIFICATIONS

- *Interaction Studio Accredited Professional*
- *Certified Marketing Cloud Administrator*
- *Certified Marketing Cloud Email Specialist*
- *Certified Marketing Cloud Consultant*
- *Certified Salesforce Administrator*
- *Trailhead Ranger*

PROJECTS

- **Netflix Clone**

Link: <https://netflix-clone-340db.web.app/>

Cleated a clone of Netflix using ReactJS.

- **To Do List App**

Link: <https://github.com/Pankaj1707/To-do-list/tree/master>

To-do-list Web App using NodeJS with expressJS.

AWARDS & ACHIEVEMENTS

- **Cleared TCS Internal Digital Exam 2019-20 - TCS**
- **On The Spot Awards/ Star Team Awards - TCS**
- **Zonal Level Table Tennis Player - Extras**