

Sana Panhalkar

Senior Analyst - Application
Development

Contact

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Birth Date

13th March 1992

Certifications

1. Salesforce Marketing Cloud Consultant
2. Salesforce Certified Marketing Cloud Developer
3. Salesforce Certified Marketing Cloud Email Specialist

Skills

- Salesforce Marketing Cloud
- Marketing Cloud Connect
- Marketing Cloud Integration
- Email Studio, Mobile Studio, Automation Studio
- Automations & Journey Builder
- API, AMPscript, SQL
- Content Builder, Contact Builder Dynamic Contents,
- Data Extensions and Lists
- Marketing Cloud Consultant
- Salesforce Process Builder
- Interaction Studio

Profile Summary

- Currently working as Senior Analyst – Application Development with **Accenture Technologies** since **January 2020.s**
- Worked as a Salesforce Marketing Cloud Administrator with **Cognizant** from **March 2015** to **January 2020**.
- Certified Salesforce Marketing Cloud Professional with a comprehensive experience of **5.1+ years** and pervasive knowledge of Marketing cloud and salesforce CRM.
- Excellent understanding with different Marketing Cloud concepts such as Email Studio, Campaigns, Content Builder, Contact Builder, Approval Process and Journey Builder, Trigger Send.
- Experience in creating and maintaining automations, data extensions, campaigns, journey builder, Groups, list, emails.
- Experience in using personalization strings, AMPscript in email contents.
- Knowledge of Email Sends, Trigger Sends Automation, Setup of Landing Pages, Smart Capture.
- Experience in Creating Trigger, Roles, Profiles, Workflow Alerts & Actions and Approval Workflow.
- Worked on the designing of custom objects, custom fields, role-based page layouts, custom Tabs, custom reports, report folders, Dashboards, and various other components as per the client and application requirements.
- Capabilities in performing complex troubleshooting, root-cause analysis and solution development.

Work History

2020-01 -
Current

Accenture Technologies, Pune

Senior Analyst - Application Development

2015-03-
2020-01

Cognizant Technology Solutions, Pune

Senior Salesforce Administrator

Roles and Responsibilities

- Maintain data standards and procedures to ensure complete and accurate data in salesforce marketing cloud Campaign.
- Requirement gathering and designing end to end solutions.
- Implement marketing automation campaigns using salesforce marketing cloud tool by identifying segments, setting up campaigns, emails, landing pages, and forms/form processing.
- Perform A/B testing, monitor campaign performance.
- Designing and developing relational data through Data Extensions
- Creating Journey builder from scratch, Automation Studio, Content builder.
- Creating Campaigns, Data Extensions, email contents using dynamic content block, HTML block, image block.
- Creating Journey builder from scratch, Automation Studio, Content builder.
- Hands-on development for dynamic content projects related to email.
- Mapping and loading data into Salesforce Marketing Cloud.

Education

- **Master's in Computer Application (MCA)**
MMCOE, Pune – 2015
- **Bachelor's in Computer Science (BCS)**
GPIT, Sangli – 2013

Projects

1. IDFC First Bank: Senior SFMC Developer

Description :

IDFC First Bank is an Indian banking company with headquarters in Mumbai that forms part of IDFC, an integrated infrastructure finance company. We implemented different automations and journey for promotional campaigns and journey. Campaign to promote new feature credit cards, campaign to upgrade credit cards, campaign to promote new offers on credit cards, etc. We also run a campaign for IDFC retail banking promoting mortgage loans, home loans and offer them credit cards.

2. Bank of America: Senior SFMC Developer

Description :

Accenture currently sends out a single standalone email to current customers promoting different offers for the customer during COVID-19. We are tasked with creation of new communication to educate potential applications on the value and use cases of a forbearance journey for a wide range of financial needs

3. Smart Meter Integration/Utility: Senior SFMC Developer

Description :

Sending Alert emails to the Customer about meter utility. These automated emails will provide transparency for clients regarding the status of meter consumption. This process is been implemented using automation and Journey builder.

4. Moments Manager/Hospitality: Senior Salesforce Administrator

Description :

My Hotels is a UK based hospitality provider. We send out a single standalone email to current customer promoting different offers for the customer for hospitality/My Hotel. We are tasked with creation of new communication to educate potential application on the value and use cases of a My Hotel journey for wide range of financial needs

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 information.

Place: Pune

Name: Sana Panhalkar