

Priyanka Kumari

Salesforce Marketing Cloud Developer



☎ Serving Notice Period (Can join: 24th April)

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EXPERIENCE

Associate Analyst, Deloitte

01/2021 – present | Bengaluru, India

Salesforce Marketing Cloud Developer:

- Experience in 2 end-to-end projects implementation of Salesforce Marketing Cloud as a developer, gained expertise in Email Studio((HTML, CSS, Javascript, AMPscript), Contact Builder, Automation Studio, Journey Builder, Cloud Pages, Email Reports & FTP setup.
- Implemented Global opt-out, custom preferences end-to-end use cases for clients. Worked on more than 5 journeys and related Automation.
- Understanding of Email Delivery Management (EDM), knowledge of email compliance regulations such as CAN-SPAM, GDPR, CASL, and CCPA as well as email deliverability best practices, database concepts, and data management (data views, contact deletion, and relationship between data extension), and query language SQL.
- Adequate knowledge and experience in Admin Setup: Marketing Cloud and Interaction studio, the configuration of the Marketing Cloud Connector between Salesforce CRM and Marketing Cloud, and a basic understanding of SFMC APIs (REST and SOAP).
- Understanding of CRM custom objects creation, field, and custom app.
- Exceptional communication, collaboration & team-building skills with proficiency at grasping new technical concepts quickly and productively utilizing the same.

Interaction Studio Developer:

- Working Experience in 3 end-to-end projects implementation of Interaction Studio as a Developer for different clients that has tremendous impact in increasing the traffic on the site by more than 30%, by capturing user behavioral data & personalizing the site through innovative campaigns.
- Implemented end-to-end frameworks such as complete Interaction Studio setup and Data Model.
- Designed and Implemented 10+ Campaigns to target the end user in real-time. Responsible for configuration of the sitemap, ETL set-up, and Open time email.
- Good knowledge of Einstein capabilities, event API, and Interaction Studio Connector to Sales and Service Cloud.
- Provided training to new employees on the Marketing Cloud platform and Interaction Studio.
- Designing of new feature POC that resulted in a new use-case for the client in terms of growth and personalization of end-user.

CERTIFICATES

- Salesforce Marketing Cloud Consultant Certified (07/2022 - Present)
- Salesforce Marketing Cloud Developer Certified (10/2021 - Present)
- Salesforce Marketing Cloud Email Specialist Certified (07/2021 - Present)
- Accredited Professional Interaction Studio Certified (03/2022 - Present)
- Salesforce Marketing Cloud Administrator Certified (08/2021 - Present)

SKILLS

SQL Queries & Data Views	<div><div></div></div>	AMPscript	<div><div></div></div>
REST & SOAP API	<div><div></div></div>	Email Designing (HTML, CSS)	<div><div></div></div>
Automation Studio	<div><div></div></div>	Journey Builder	<div><div></div></div>
Email Studio	<div><div></div></div>	Contact Builder	<div><div></div></div>
Interaction Studio/Personalization	<div><div></div></div>	Template and Campaign Creation	<div><div></div></div>
Sitemap coding	<div><div></div></div>	Admin Setup	<div><div></div></div>

AWARDS

- Spot Award, Deloitte** 2022
Recognized by management for outstanding delivery of projects 3 times in 2022
- Spot Award, Deloitte** 2021
Recognized by management for outstanding delivery of projects 2 times in 2021.
- Pratibha Samman(Inter board)** 2017
Issued by the Government of Jharkhand, an award was given to acquiring the seventh position in Inter Board Exam (2015-2017, Science stream) in district Ranchi, Jharkhand

EDUCATION

- B.Sc.(Computer Application), St. Xavier's College** 07/2017 – 11/2020
- I.Sc., Ursuline Inter College** 2015 – 2017