

SHIV SHANKAR GUPTA

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Objective:

To seek diverse and challenging Salesforce engagements as a SFMC developer to deliver service of the highest quality and value to my clients.

Summary of Skills and Experience:

- ❖ **Working as Senior Software developer with total 11 years experience in Salesforce Marketing Cloud and web application development.**

SFMC Experience

- ❖ **Salesforce Marketing Cloud Email Certified**
- ❖ Expertise in end-to-end implementation of marketing cloud
- ❖ Experience in Email Studio, Web Studio, Automation Studio, Social Studio, Interaction Studio & Mobile Studio.
- ❖ Good knowledge in Amp script & SSJS
- ❖ Proficient in Marketing cloud connector and Integration with Service Cloud, Sales Cloud
- ❖ Customer Data Platform (CDP) implementation & Interaction studio implementation.
- ❖ Understanding of SFMC API's (SOAP & REST) and serve as a subject matter expert.
- ❖ Configuring campaigns using Automation Studio & Journey Builder.
- ❖ Design cloud pages using Web Studio.
- ❖ Design and implement innovative lead generation programs that included product marketing, social media, advertising, promotions, webinars.
- ❖ Experience in JavaScript, Amp Script
- ❖ Integration experience with SFMC & Bazaarvoice
- ❖ Configuration experience with email & web recommendations.
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- ❖ 'Cart setup using email recommendations & Einstein
- ❖ Configured Salesforce commerce cloud emails in SFMC

Work Experience:

Zensar India Pvt Ltd

Oct 2018- Till Date

Designation: Senior Software Developer

Work Area: Salesforce Marketing Cloud, communicated with clients and delivered project on time.

- Developed and maintained system technical architectures based on business needs
- End to end understanding for SFMC Platform and API's
- Understanding of SFMC API's (SOAP & REST) and serve as a subject matter expert

- Understanding of Sales cloud objects and integration
- Implementation expertise in Customer Data Platform & Interaction Studio.
- Conduct code reviews and QA reviews of architecture framework.
- Maintained technical documentations, architecture specifications, and testing reports
- Provide technical guidance to development and testing teams.

App shark Software Pvt Ltd,

I am working for support projects with amp script & SSJS in Salesforce Marketing developer.

Designation: Software Developer

Duration: May 2018 - Oct 2018

Work Area: Salesforce Marketing Cloud, Eloqua, Salesforce integration.

- Worked as Technical architect & designing complex solution around SFMC, Sales Cloud, Service Cloud, Customer Data Platform(CDP)
- Experience in Automation Studio, Journey Builder
- Design drip campaigns, Product launch campaigns
- Design and implement innovative lead generation programs that included product marketing, social media, advertising
- Experience in JavaScript, Amp Script, API
- Configuration experience with email & web recommendations.
- Configured Salesforce commerce cloud emails in SFMC

Theorem India Pvt Ltd, Mysore

I am working for Theorem project as Eloqua Developer, Exact target Developer & Salesforce administrator.

Designation: Software Engineer

Duration: Oct 2015 - Apr 2018

Work Area: Salesforce Marketing Cloud

- Experience in Salesforce Audience builder, Automation Studio, Journey Builder
- Design Template based email and Scratch campaigns
- Design landing pages using web studio
- Design and implement innovative lead generation programs that included product marketing, social media, advertising
- Experience in JavaScript, Amp Script, API.

Technoinfoware India, Bangalore

Worked on PHP developer and Application developer projects. Worldwide provider of enterprise-class products and service based on MYSQL

I learning and working in Email built as Salesforce Marketing Cloud.

Designation: Web Developer

Duration: Oct 2015 - Apr 2018

Work Area: PHP Cake PHP, Email

PHP Experience

- Experience in Web projects and Application projects.
 - Developed web types of projects in HTML, CSS, JavaScript, JQuery and MySQL
 - Handling the client projects with proper testing.
- Salesforce Marketing Cloud.
- Learning application and Email built in Salesforce Marketing cloud.
 - Worked on template based email and content builder.

A R Bharti Softland Pvt Ltd, Noida

Designation: Web Developer

Duration: July 2012 – Nov 2013

Work Area: Cake PHP, PHP, HTML, JQuery

Project Details:

1. Worked on travel types of project

Client: Travel industry

Project Name: Travel Website, Itinerary Created and collected query of travel clients

Environnent : Java, PHP, Mysql, Linux

Ascent Keyboardlabs, Delhi

Designation: Web developer

Duration: Jan 2012 – May 2012

Ascent Keyboardlabs is a private based company as well as developed some own products. I joined there as Web Developer at the time of relieving. My role was to develop dynamic website and application types of project.

Educational Qualification:

- Master of Computer Application(MCA) from Tecnia College of Engineering ,New Delhi under GGSIPU University with 74%
- BCA. IGNOU, New Delhi with 56 %
- 12th From Bihar Intermediate Education Board Patna with 56%
- 10th Exam from Bihar Board Patna with 54 % from Bihar Board.
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Personal Details:-

Date of Birth: 03-01-1984

Languages Known: English, Hindi

Marital Status: Married