

Rojalin Dash

Certified Salesforce
Marketing Cloud
Developer

Contact

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Skills

AMPScript



SQL



Salesforce CDP



HTML/CSS



Developer with 4+ years of IT experience in Salesforce Marketing Cloud developer with an overall experience of 4.6 Years in IT and a relevant experience 2.6 years in SFMC as well. Have worked on multiple SFMC and Salesforce CDP projects in various phases - Discovery, Design, Build, Deployment and Maintenance Support.

Work History

2020-12 -
Current

Software Engineer

Z S Associates, Pune

- Have hands-on experience in multiple studios of SFMC like Email, Automation, Web, Journey Builder, Contact Builder and have knowledge on AMPScript and SQL.
- Salesforce CDP Accredited professional with project experience on implementing different Salesforce CDP possibilities like Data models, Segmentation, Activations.

Project Experience:

- A Leading financial services multinational company.
- Gathered and analyzed requirements for new campaigns.
- Designed, Developed and customized various marketing campaigns using Email, Web Studio.
- Leveraged Automation Studio for audience segmentation and campaign wise report creation.
- Leveraged Test Journey feature to check the flow of a contact across various branches.
- Created Unsubscribe Page from scratch using HTML, CSS and Javascript.
- Rich experience of working in a cloud-based platform involving development, enhancement and maintenance projects

2017-12 to
2020-12

Programmer Analyst

Cognizant Technology Solutions, Kolkata

Key Modules worked as a .net developer:

- 2 years of IT experience in analysis, design, development, documentation, implementing and testing of software systems in .Net and Internet technologies.
- Experience in using build/deploy tools such as Jenkins for Continuous Integration & Deployment for Microservices.
- Experience in core .Net, MVC, Service Now, Splunk, New Relic, SQL Sentry, MS SQL
- Excellent team player with good analytical, strategic planning and interpersonal and communication skills. Highly motivated, enthusiastic and self-starter.

Education

2013-08 -
2017-07

Bachelor of Technology: Electronics and Telecommunication Engineering

*C.V.Raman college of Engineering Bhubaneswar,
Biju pattern University of technology*

I completed my B. Tech with 7.9 CGPA

Science

Kendriya Vidyalaya Puri

I completed my 12th Science with an aggregate of 77%.

Certifications

Salesforce certified Marketing Cloud Email Specialist