Shobhit Saxena

Marketing Cloud Developer
Professional Summary

Having total 3+ years of IT experience, 1.5+ years of relevant experience in the field of Salesforce Marketing Cloud (SFMC) and SFDC CRM. Proficient in all stages of campaign cycle for Digital Marketing Projects.

Proficient in Salesforce Marketing Cloud Development and Configurations. Work well both as a member and a leader of small team providing custom, scalable and flexible business solutions by using latest technologies and ideas ensuring the timelines and team morale.

Work History

2020 December - Current

Marketing Cloud Developer

Tata Consultancy Services (TCS), Noida, Uttar Pradesh

Project: Element Fleet Management, Tool: SFMC

- Worked as Lead developer and Techno in gathering technical requirements of business, providing estimates for user stories to BA's.
- Responsible to understand the Operating & Data Model of Business, created solutions and configured SFMC accordingly.
- Created custom solution using Automation Studio to send tracking data to Salesforce Service Cloud.
- Created Event Notification Service for Transactional Send Journey which updated event status in Webhook in real time.
- Created REST API triggered Multi-step Journeys for various campaigns with decision splits.
- Created Emails with attachments using amp script which picks attachments from Amazon S3 in real time.
- Created template based emails with dynamic subject line and content.
- Created Content Blocks, Code Snippets, HTML Emails, configured callback URL's and subscription for external third party system.
- Created Journeys and Automations to Migrate.
- Worked on Audience builder, created attributegroup, Linked DE's and cardinality.
- Enabled Single Sign On(SSO) in SMFC.
- Weekly and Monthly reports from Analytics builder.

2020 June - 2020 November

Salesforce Service Cloud Developer

Tata Consultancy Services, Noida, Uttar Pradesh

Project: Element Fleet Management, **Tool**: SFDC

Contact

Address

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Phone

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E-mail

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Skills
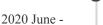
SQL

Ampscript

Apex

C++

Creativity

Builders & Studios

- Email Studio
- Mobile Studio
- Analytics Builder
- Automation Studio
- Journey Builder
- Query Studio
- Content Builder
- Contact Builder

AWARDS and RECOGNITION

- Best Team Award for the year 2021.
- Best Team Award for the year 2020.
- Multiple Customer appreciations.

- Created simple APEX classes.
- Created basic AURA components.

IBM Mainframe Developer

Tata Consultancy Services, Noida, Uttar Pradesh

Project: GE **Tool: IBM Mainframe DB2** & SFDC

- Insert/Update Salesforce Service Cloud Contact object from Mainframe database table and vice versa using TC Vision tool.

- Task creation in Service Cloud based on the response from Mainframe.

- Running monthly pre-bill in mainframe and updating Service cloud contact objects accordingly.

- Mainframe job monitoring and execution.

Education

Master of Computer Applications

JSS Academy of Technical Education - Noida

- Secured second rank.

- Student President of the Department

Bachelor of Computer Applications

Amity University, Lucknow

- Silver Medalist

Hobbies

- Cooking
- Reading

Languages

English — Excellent
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Hindi — Excellent
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