

Priyanka Meratwal

SALESFORCE MARKETING
CLOUD DEVELOPER

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PROFILE

Responsible for handling marketing cloud across all channels. Handled marketing cloud REST and SOAP API's. Developed app for appexchange.

EDUCATION

Rajasthan Technical
University
Global Institute of Technology
B.Tech(2017 - 2021)
(Computer Science)

PROJECTS

Marketing Cloud Setup for eCommerce Website

- The client has a business for Men's Grooming Accessories and wants to set up a Marketing cloud to send out promotional emails and deals.
- Created Templates and emails.
- Custom profile center, Custom header, and footer setup Enabled Custom fonts in the marketing cloud templates and emails.
- Connected Sales Cloud with Marketing Cloud using Marketing Cloud Connector.

WORK EXPERIENCE

ASSOCIATE SOFTWARE DEVELOPER

Cyntexa

Jan 2021 - Present

- Accountable for supporting day to day SFMC functions and cross-channel digital marketing campaigns including email and SMS
- Implemented HTML, CSS, AMPScript, SSJS, and other technologies to build customized solutions
- Handling of all data structures in marketing cloud

SKILLS

Salesforce Admin

Marketing Cloud

AMPScript

Email Studio

Journey Builder

Content Builder

Data Extension

Mobile Studio

Web Studio

CSS

Audience Builder

Interaction Studio

AppExchange Apps

SSJS

HTML

Javascript

- Synced Objects from Sales cloud.
- Created master data extensions and synchronization data extensions.
- Implementation of automation studio, journey builder, reports for various journeys
Reflected email tracking data to Salesforce record page

Marketing Cloud Setup for Healthcare Industry

- The client was a leading healthcare company that brings Pharmacies, Consumers, and Charities together.
- They provided discount coupons on drugs and medications via their online portal.
- Implemented the marketing cloud from scratch including journey builder, contact builder, email studio, mobile studio, automation studio, triggered sends, API connection with the web portal, etc.
- Created Business Units, Sender Profiles, Delivery Profile, Send Classification.
- Custom Footer and Header
- Built highly personalized emails using Ampscript and SSJS.
- Created the Data Extension.
- Created the Triggered Send and API to fire the Triggered Send.
- Connected Marketing Cloud with Sales cloud.

AppExchange App for Messaging

- This project included the integration of 3rd party apps with the Marketing cloud to send messages to contacts via SMS and WhatsApp.
- Configured Custom activities in marketing cloud org.
- Created Custom activities to integrate 3rd party messaging applications with the Marketing Cloud.
- Hosted the messaging application on Heroku, to send SMS and WhatsApp messages to contacts.
- Tracking data for the sends were stored in data extensions.
- Created Journey which included Custom activity

Connected Marketing Cloud - Heroku - SurveyGizmo

- Integrated SurveyGizmo with marketing cloud using Heroku as middleware to send the SurveyGizmo form responses/results to the marketing cloud.
- SurveyGizmo form results need to be stored in the Data Extensions in Marketing Cloud and Journeys need to be created for these Data Extensions.
- The integration helped the customer by having every response of the customer available in the marketing cloud so that they can connect/communicate with customers in a more personalized way.