Priya Raut

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Salesforce Marketing Cloud Developer

3 x Salesforce Certified

PROFESSIONAL SUMMARY:

Salesforce Marketing Cloud Developer having 2 years of experience as a Developer and Administrator in Aress Software Pvt Ltd. Highly motivated professional with extensive experience with all   primary elements of Marketing Cloud: Email Studio, Content Builder, Journey Builder, Web Studio, Contact Builder, Automation Studio And Sales Cloud: Proficiency in SFDC Administrative tasks like creating profiles, Roles, Users, Reports and Dashboard. Hands-on experience with setting-up Business Processes with Process Builder, Validation Rule, Workflow Rule, Approval Processes.

TECHNICAL SKILLS:

Marketing Cloud: Email Studio, Web Studio, Contact Builder, Automation Studio, Content Builder, Journey Builder, Mobile Studio, Query Studio, Campaign Creation.

Salesforce Technologies: Salesforce CRM, Saleforce.com, Standard/Custom Objects, Roles and Profiles, Workflows, process builder, App Builder, Assignments, Validation Rules and Approvals, Triggers, Record Types.

Web Technologies: HTML, CSS, AMP script, SSJS.

Languages: C++, C, APEX.

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WORK EXPERIENCE SUMMARY:

Aress Software, Pune, India (Feb 2021- Present)

Salesforce Marketing Cloud (SFMC) Developer and Administrator, Salesforce SFDC Administrator.

Kotak Life Insurance, Mumbai, India (Feb 2019- May 2020)

Branch Training Manager

Max Life Insurance, Nasik, India (May 2018- Sep 2018)

Learning and Development Manager

Quess Corp Ltd, Nagpur, India (Dec 2016- May 2018)

Soft Skill Trainer

SALESFORCE PROJECT EXPERIENCE:

1.Project Name: Marketing Cloud Implementation for a Financial Trading Firm in Europe
Team Size: 1
Technology: Sales Cloud, Marketing Cloud

Description:
Worked on the Setting up Email Studios, Journey Builder, Data Extensions, Reply Mail Management. Automations, Data Synchronization.

Role, Accountabilities and Attainments:

- Marketing Cloud Setup and Configuration
- Creation of Cloud pages
- Setting up Marketing Cloud Connect
- Contact builder and attribute configuration
- Customization of pages using AMP script
- Email Studio Setup
- Created Journeys Example: Whenever the Leads get added to Campaign send Email on Day 1,Day 5, Day 15.
- Worked on lead Scoring in Marketing Cloud.
- Syncing Salesforce objects with Marketing Cloud.
- Setting Automation Rules. Example: Wheneverthe file gets dropped on FTP server add it to the Data Extensions.
- Setup Data Extension, RMM (Reply Mail Management), Brand Builder in Marketing Cloud.
- Social Studio and Advertisement Studio setup And Connector established.

2. Project Name: Marketing Cloud Admin Setup for a real estate firm in USA
Team Size: 1
Technology: Sales Cloud, Marketing Cloud
Description:
> Setting up their email campaigns and increasing the delivery rate and click through rate via implementing better marketing campaigns.

Role, Accountabilities and Attainments:
- Creating sender profiles & delivery profiles for email blasts.
- Setup of RMM (Reply Mail Management).
- Rectifying several Spam Complaints & Inbox Optimizations.
- Creating dynamic mailers for marketing cloud sends.
- Setting up users in Marketing cloud with appropriate permissions and assigning roles to them.
- Setting up of AB testing environments in the Org.
- Created standard, filtered and random data extensions, suppression rules etc.
- Uploading data in the data extensions with appropriate filters.
- Setting up of FTP for large file transfer.
- Setting up custom reports based on the emails sent.
- Setting up filtered lists etc to segregate data for different campaigns.

EDUCATION

- MBA in Marketing and IT from RTMNU Nagpur in 2016
- B.E. in Electronics from RTMNU Nagpur in 2014

AWARDS & CERTIFICATIONS

- **Salesforce Certifications:** Salesforce Marketing Cloud Administrator, Salesforce Marketing Cloud Email Specialist, Salesforce Certified Platform Developer I.
- Awarded 'Top Performer of the Month' for July 2021 by Aress Software for outstanding work.
- Trailhead Badges: 200+ Super badges: 3
- Trailhead Profile: https://trailblazer.me/id/priyaraut
- Journey to Salesforce: Completed

PERSONAL INFORMATION

- DOB- 18 January 1991
- Languages known- English, Hindi, Marathi.
- LinkedIn- https://www.linkedin.com/in/priya-raut-098a5962/