

7208296643



Mumbai



Salesforce Marketing Cloud Senior Developer with overall 6 years of experience. Salesforce Marketing Cloud Certified Email Specialist and Administrator.

WORK EXPERIENCE

Salesforce Marketing Cloud Senior Developer Cognizant Technology Solutions

08/2020 - Present

- Achievements/Tasks
- Setting up Business Units, FTP accounts, Address Management, Reply mail management and Creation of Users, roles and Permission based on client Requirement.
- Configured APIs and API Journey's to send out Cross channel communication.
- Configuring Marketing Cloud Connect Setup between Salesforce CRM and Marketing Cloud to share key data across your clouds.
- Designed and developed solutions on Email Studio, Automation Studio, Mobile Studio, Journey Builder and Web Studio.
- Providing Marketing Cloud Training to Clients and Formal SIT support.
- Implementation knowledge in IP warming concepts and deliverability best practices.
- Writing AMPScript for Cloud Pages for Storing & Retrieving the Information and Creation of Dynamic Content Area and Personalization in the emails.

Technical Architect

Datarati Pvt. Ltd

01/2018 - 06/2020

- Achievements/Tasks
- Creation & execution of Journey's in SFMC based on Client's Requirement.
- Configuring and Building appropriate marketing automations using marketing automation tools and writing SQL queries to pull the correct Data into the Data Extension based on Client's Requirement.
- Creation and deployment of an email campaign to meet the customer requirement. QA on the emails using Email on Acid and Litmus.
- Setting up the Subscriber Lists and Data Extensions in the Marketing Cloud.
- Writing AMPScript for Cloud Pages for Storing & Retrieving the Information and Creation of Dynamic Content Area and Personalization in the emails.
- Configure and run Marketing Cloud adhoc and automated reports.

Operation Support Executive

CMA CGM Shared Service Centre (India) Pvt. Ltd

07/2015 - 04/2017

- Achievements/Tasks
- Updating of partner line hazardous cargo bookings on CMA vessels into internal system (HARP) and confirming to respective DCO & partners upon completion of input.
- Creation and deployment of an email campaign to meet the customer requirements.
- QA on the emails using Email on Acid and Litmus email service providers.

EDUCATION

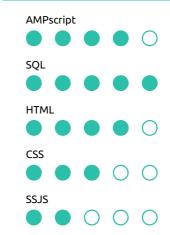
Msc in Information Technology Mumbai University

04/2015 - 11/2017

Bsc in Information Technology Mumbai University

04/2011 - 04/2014

SKILLS



ACHIEVEMENTS

Won Team Player Award at Datarati

Won Quarterly Best Performer Propeller Award at CMA CGM SSC

CERTIFICATES

Salesforce Certified Marketing Cloud Email Specialist (01/2019 - Present)

Salesforce Certified Marketing Cloud Administrator (01/2021 - Present)

ORGANIZATIONS

Cognizant Technology Solutions (08/2020 - Present)

Datarati Pvt. Ltd (01/2018 - 06/2020)

CMA CGM SSC India (07/2015 - 04/2017)

LANGUAGES

