

Shantanu Roy

Salesforce Marketing Cloud Developer

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Seeking to work in a challenging environment where I can nurture and leverage my skills and contribute extensively towards the organizational growth with enthusiasm, motivation and diligence.

PROFESSIONAL SUMMARY:

- Experience in Email templates with perfect rendering in all devices , Dynamic Email development, SMS , Automation, Journey creation and Landing Page implementation within marketing cloud platform.
- Integration with different platforms like Health Cloud, Sales Cloud , Mulesoft and maintaining large volumes of deadline – driven email campaigns and asset management.
- Gathering requirement from the client and providing relevant solution as per the best practice.
- Data Model setup in marketing cloud using Lists, Data Extensions and Attribute Groups.
- Created Technical Design Document
- Providing functional as well as technical walkthrough to the internal team members as well as the client.
- Expertise in working with SQL queries , AmpScript & Basic SSJS
- Took part in Firm Initiatives. Conducted training for new joiners to pace up with SFMC platform.
- Conducted Sessions for Cracking SFMC developer certification Exam.
- Worked on several Operating Systems like Windows 10/8/7.
- Experience in analysis, design, development, unit testing and maintenance .
- Experience in Manual testing(Executing SIT & UAT Test Scripts)
- Ability to communicate the ideas effectively with the team members and management.
- Ability to work in a group as an effective team member as well as independently under minimal supervision with ability to communicate the ideas effectively.

CERTIFICATIONS:

- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Admin
- Salesforce Marketing Cloud Developer

EDUCATIONAL DETAILS:

- Bachelor of Computer Science from St. Xavier's College Ranchi with 7.50 CGPA in 2020
- AISCSE Class 12 from CBSE board in 2017
- AISSE Class 10 from CBSE board in 2015

AWARDS AND RECOGNITION:

- Received Applause Award for best performance across the Account
- Received Spot Award for Automating the Certification voucher distribution/tracking process
- Received Spot Award for winning the Budding Architect Competition (Solving SFMC Use Cases and presenting to the panel)
- Received Spot Award for the best performance across the Account and helping QA team.

TECHNICAL SKILLS:

- **Marketing/CRM Platform** : Salesforce Marketing Cloud/Exact Target
- **Languages** : JAVA, Ampscript(scripting),HTML, CSS ,SQL

- **Database :** SQL Developer
- **Tools :** MS Excel, MS PowerPoint, Postman

WORK EXPERIENCE:

Company	Deloitte
Designation	Associate Analyst
Duration	January 2021 – Till Date
Domain	Customer and Marketing

PERSONAL DETAILS:

Permanent Address	Jashpur Road Gumla ,Jharkhand (835207)
Present Address	Bhanu Brijesh Residency ,Manikonda,Hyderabad (500032)
Date of Birth	26 th Novemver'1998
Nationality	Indian
Gender	Male

Declaration:

I hereby declare that the above details provided are authentic and true to the best of my knowledge.

Date: 29th May 2022

Place: Hyderabad

Regards,

Shantanu Roy