

SANDESH S

Salesforce Marketing Cloud Developer

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PROFESSIONAL SUMMARY

Salesforce Marketing cloud developer with 1.10 years of experience in evaluating company processes, creating journeys based on business needs and creating email templates using Email studio. Also Adaptable, diligent and knowledgeable. Creative team player with technical and time management skills. Willing and adopt to learn new technologies.

SKILLS

- ❖ Salesforce SFMC: Email studio, Automation Studio, Journey builder, Contact builder, Amp script, SQL, HTML Basics.

WORK HISTORY

Sep 2020 – Current: Salesforce marketing cloud developer

Hudson's Bay Company, TCS, Bangalore,
Karnataka

- ❖ Worked closely on configuration and development of emails, content block and template activities.
- ❖ Creating personalized automation via automation studio for effortless activity in many campaigns and defining customized 1 to 1 customer journey using journey builder in SFMC exact target tool.
- ❖ Used journey builder extensively to run complex journeys.
- ❖ Used FTP to upload and download files.
- ❖ Accountable for acting and managing the workflow of email campaigns.
- ❖ End to End client communication management.
- ❖ Hands on experience in Data extension, lists, publication list, sender profile setup, data filters, content builder, automation studio, journey builder, imports, file transfer, SQL query.
- ❖ Working on different campaigns Real time transactional, Marketing and batch promotional campaigns for targeting maximum subscribers, mass email send programs.
- ❖ Created table catalogs for all new schemas mapping base and dimension tables.
- ❖ Good working experience in SQL. Data management and data pulling by using SQL queries.
- ❖ Attended Salesforce training conducted by TCS and completed the training.

CERTIFICATION:

- ❖ Salesforce Email specialist certification (Scheduled Jul 03)
- ❖ Trailblazer Profile: <https://trailblazer.me/id/sandesh983>

EDUCATION :

Aug 2016 – July 2020 : Bachelor's Degree: Computer science and Engineering
Adichunchangiri Institute of Technology, Chikmaglur, KA

EXTRA ACTIVITIES:

- ❖ Participated in five University level Cricket tournaments and won the trophy and Medals for 4 years.

PERSONAL PROFILE:

Name : SANDESH S
Date of Birth : 03 - JUL – 1998
Address : Karnataka – 577204
Languages : Kannada, English
Interests : Photography, Biking, Cricket.

DECLARATION:

I hereby declare the above furnished information is true to the best of my knowledge.

SANDESH S