Niraj
Prajapati

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SUMMARY

- Master's in Information Technology with 4 Years of experience in Consultant and Development project for Marketing Automation, CRM and E- Business.
- Currently seeking a lead role as Technical Consultant at Salesforce Making End - User experience smoother by solving complex CRM requirements - Marketing | Sales Service | Commerce | and Analytics.
- Expertise in Salesforce CRM Integration , Configuration Salesforce 360, Data and Security
- Proficient with working on various components of Marketing Cloud (SFMC) such as Email Studio, Journey Builder, Automation Studio, Contact Builder, Cloud Pages, Data Extension, API Trigger, Transactional Message
- Highly experienced on working directly with the clients team to gain the input and understanding their requirements
- Worked for B2B and B2C Client for Commercial, Promotional , Transactional Email Campaign Management
- Provided knowledge transfer and individual mentoring to client and team members as needed Onshore/Offshore Identified and acted to improve team knowledge of new business process

SKILLS

- MySQL
- Partitioning strategy
- Schema design
- Cloud exposure

EXPERIENCE

11/2021 - Current
Salesforce | Hyderabad, India
Technical Consultant

- Currently working as a Technical Consultant at Salesforce to help the customer, partners and the community on the Salesforce CRM
- Led to Salesforce Marketing Cloud(SFMC) the product of Salesforce to help clients with Marketing Automation, Campaign Management and E-Business for both B2B and B2C stakeholders
- Creating and maintaining the Technical aspects of the Product such as technical documents, Standard operating procedure(SOP), and help article
- Helping clients in the implementation of the Marketing Cloud in all the areas of Data Modelling, Integration, Security, Administrator, ETL(Extraction, Transformation, and Loading) Process
- Proficient working in Email, Social, Mobile, and Web Studio's expertise consulting and developing in Journey Builder, Automation Studio, Contact Builder
- Helping in integration for Salesforce CRM using Marketing Cloud Connect(MCC) and Third Party Integration through SFMC Supported API
- Provide guidance in HTML & CSS for the rendering issue also helping in scripting language supported by SFMC like AMPScript and JSS
- Responsible for running a weekly and monthly dashboard for the utilization of the Product Areas based on the Regions, Accounts and the demand in MarTech

05/2021 - 11/2021
Tech Mahindra | Banglore, India
Salesforce Marketing Cloud Engineer -Tier 3

- Consulting the issue related to Email Campaign Management, Marketing Automation, CRM Setup
- Providing solutions to clients on Email Studio, Data Extension, Contact Builders, Automation Studio, Audience Builder, Journey Builder, Analytics Builder etc. Responsible for providing PL/SQL and HTML support to clients.
- Helping clients on managing their Data and campaign set up in Automation or in Journey Builder.
- Monitoring their Email jobs Mass Sends.

11/2020 - 04/2021
Accenture | Mumbai, India
Email Campaign Specialist

- Worked with Accenture Solution Pvt Ltd. As Email Campaign Specialist.

- Data architecture
- Information gathering and analysis
- Professional business writing
- Case management
- Technical issues analysis
- HTML
- JavaScript
- SQL

CERTIFICATIONS

Salesforce Trailhead Ranger
(Issued Nov 21 - No Expiration Date)
Salesforce Certified Marketing Cloud Email Specialist
(Issue Dec 21 - No Expiration Date)
(Credential ID: 22685950)
Salesforce Certified Marketing Cloud Administrator
(Issue Feb 22 - No Expiration Date)
(Credential ID: 22971891)
Salesforce Certified Marketing Cloud Consultant
(Issue Dec 21 - No Expiration Date)
(Credential ID: 2453591)

Set up, maintain and optimize Email Marketing Campaign utilising Salesforce Marketing Cloud.
Building Marketing Campaign.
Developing Customer journey.
Providing solutions to clients on Email Studio, Automation Studio, and Journey Builder.
Responsible for providing PL/SQL and HTML support to clients.Helping clients on managing their data and campaign set up in Automation or in Journey Builder.
Implementation and troubleshooting of Campaigns.
Knowledge of Subscriber list, Data Extension, List.
Knowledge of Email Studio, Automation studio, Mobile Push, Mobile Connect and Journey Builder.
Worked on integrating Salesforce Sales Cloud with Salesforce Marketing Cloud.

07/2018 - 11/2020
eClerx Services Ltd | Mumbai, India
Analyst

- Create / manage / deploy lifecycle and ad-hoc campaigns
  Developing personalised emails which drive more engagement and success rate
- Code and deploy all email communications (adding AMP Script in HTML, create Data Extensions, journey
  builder, automation studio) including marketing emails, client communications, pre- and post-event
  communications
- Analysing the Test and Control approach for performing AB test for campaigns deciding the winners and
  track email key performance indicators such as opens, clicks, and engagement trends to make
  recommendations for optimisation
- Lead the team in problem-solving, work methods and maintain high quality
- Ensure that the team is coordinating, collaborating closely and understands the client requirements
- Create documentation / presentation (basic reporting / dashboard / decks)

EDUCATION

Mumbai University | Mumbai, MH
Master of Science: Information Technology

LANGUAGES

English: C2
Proficient