

Arshad Panhalkar

Salesforce Campaign Specialist (SFMC)

👤 CAREER OBJECTIVE

Earn a job which will provide me a satisfaction, self-development and help me to achieve organizational goals to succeed in an environment of growth and excellence.

📁 Professional Experience

Campaign Specialist at IBM India PVT LTD., Pune

December 2022 — Present

Under this profile working as Campaign Specialist Creating and managing target audiences and segmentation strategies.

Running multiple campaigns for Multiple countries.

Managing the integrations from SFMC to CRM and Work front software systems.

Working on campaign to fulfill market requirement within SLA.

Skills and Responsibilities :

- Experience in Service Cloud creating survey pages for market.
- Replacement of content in ongoing journey as per market updates, For SMS and Email content.
- Creating SMS content from Mobile studio, Survey Pages from Service Cloud, Email creation and replacements in journey.
- Experience in using personalization strings, AMPscript in email contents.
- Worked on Mobile connect in Mobile Studio.
- Experience in creating and maintaining automations, data extensions, campaigns, journey builder, list, emails.
- Monitoring Automation which are running on daily basis.
- Working on Proof of concept (POC) ticket and provide feedback to market.
- Create campaigns for market based on requirements one-shot, ongoing campaign, testing, Monitoring journeys.
- Designed and deployed the Validation rules, Workflow Rules, Email Alerts, Page layouts.

Enterprise Support Specialist I at Eversana India Pvt Ltd, Pune

June 2021 — December 2022

Under this profile worked as Collaborating with cross-functional teams to develop and maintain effective customer journeys and communication workflows.

Developing and executing campaigns that are personalized, relevant and engaging.

Details

Panhalkar Building, Kolhapur road, Opp. to kabade hospital, Sangli

Pune, 416416

India

7841820200

apanhalkar80@gmail.com

Date of birth

20/03/1996

Nationality

Indian

Links

[LinkedIn](#)

Skills

HTML & CSS

Amp-script

SQL

Service Cloud

Email Studio

Automation Studio

Mobile Studio

Audience Builder

Content Builder

Microsoft Excel

Hobbies

Sci-Fic Movies, Playing Football and travelling

Implementing and executing effective email marketing campaigns using SFMC tools and technologies.

Skills and Responsibilities :

- Worked on Journey Builder, Automation Studio, Mobile Studio, Content builder, Contact Builder, Audience Builder, Web studio.
- Gathering Information related to vaccination for end users by setting up form filled in email, sorting data related to data gathered Redirecting to cloud page as per selection of option and capturing data for user.
- Sending emails from provided DE to user and collecting Dose type and date of vaccination. Designed and deployed the Validation rules, Workflow Rules, Email Alerts, Page layouts.
- Creating Campaigns, Data Extensions, email contents using dynamic content block, HTML block, image block Creating Journey builder from scratch, Automation Studio, Content builder.
- Personalization using amp-script and dynamic content block.

Business Analyst | Environment : ITIL at CompuCom CSI Systems India Pvt. Ltd., Pune

November 2019 — May 2021

As Service Desk Tech I

Under this worked as IT operation for user managing Queue for SNOW and development of KB routing tickets to concern team providing support in real time to user

Skills and Responsibilities : (6 months in below job role)

- Working on SNOW tickets raise by end users and assigning tasks to concern team.
- Providing Access to users as per roles and responsibilities. Developing insight in the expectations of client and resolving issues; dealing with Customer Relations, Configuration issues and providing business analysis by building customer logic.
- Administrated User Access, User Rights, for Users and Groups and shared folders.
- Force rebooting end user citrix machine and troubleshooting user installed application.

SKILLS and Responsibilities :

- Designing and developing relational data through Data Extensions Creating Journey builder from scratch, Automation Studio, Content builder.
- Creating Campaigns, Data Extensions, email contents using dynamic content block, HTML block, image block Creating Journey builder from scratch, Automation Studio, Content builder.
- Perform A/B testing, monitor campaign performance.
- Implement marketing automation campaigns using Salesforce marketing cloud tool by identifying segments, setting up campaigns, emails, landing pages, and forms/form processing.

Education

Primary and Secondary Education, Nav Krishna Valley School, Sangli

June 2001 — April 2012

12th Science, Willingdon college,, Sangli

2012 — June 2014

B.E , Dr. J.J. Magdum COE, Jaysingpur

June 2015 — July 2019

Courses

ITIL 4 , AXELOS Global

Marketing Cloud Email Specialist, Salesforce