# Prathama Shelar

Salesforce Consultant
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## Summary

Salesforce Marketing Cloud Consultant possessing 3.5 years of well-rounded experience. I am multi-tasking as a Salesforce Admin/Developer and Marketing Cloud Developer. Aggressive, dedicated and determined in finding the strengths, weaknesses and the ways to improve performance and business based on my experience.

## Work Experience

- Experienced on Marketing Cloud (SFMC), Salesforce.com configuration (SFDC), customization and development.
- Experience in Salesforce.com Administration. Further hands-on with sandbox and production environments.
- Knowledge in Integrating Salesforce.com with other internal/external applications using SOAP and REST based web services. Experience in using MuleSoft tool for Data Migration activities.
- Managed a team of 4 people.

## Technical Skills

- Marketing Cloud, Journey Builder, Lightning Component, Automation Studio, Email Studio, AMP Script, JavaScript SQL, SOQL, HTML/CSS

## Projects

**Salesforce Associate Consultant          ATOS-SYNTEL (**July 2018 – Present)

**Lawn Tennis Association – Marketing Cloud**

- Created Data Extensions, Email Content, Journeys, Automations, SQL Queries.
- Created import, extract, send-email, and query activity using Automation Studio.

**Lawn Tennis Association – MuleSoft and Salesforce**

- Data Migration from Siebel CRM system to Salesforce using MuleSoft.
- Customized Salesforce app pages. Developed flow builder, process builder.
- Involved in creation of the objects, tabs, fields, and formulas, validation rules, lightning component, App Builder, Apex Classes , Test Classes.
- Created Email alerts, Mail Templates. Worked on App creation and pages within it.

**National Trust – Marketing Cloud**

- Used Marketing Cloud Connecter to connect CRM to SFMC.
- Developed AMPSCRIPT for email content cloud pages to fetch the data

## Technical Certifications

- SALESFORCE Certified Administrator (ADM - 201)
- ORACLE Database SQL Certified Associate
- ORACLE Java Certified

## Academics

| DEGREE | YEAR | UNIVERSITY | PERCENTAGE |
|---|---|---|---|
| BE (CSE) | 2018 | VIT Pune Autnomous | 63% |
| 12TH | 2014 | HSC Board | 83% |
| 10TH | 2012 | SSC Board | 100% |

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