

Prasad Kabade

Sr. System Engineer



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📍 Solapur, India

WORK EXPERIENCE

Sr.System Engineer Cognizant Technology Solutions

07/2021 - Present

Tasks

- Developed and executed marketing cloud campaigns using marketing cloud apps such as Email Studio, Automation Studio, Web studio and Journey Builder.
- Worked on A/B testing in determining the winner and publishing emails based on the results.
- Good knowledge of Publication lists, Sender and Delivery profile.
- Basic knowledge of SQL queries, Optimize metrics like opens, clicks and bounce rates.
- Refined the Email marketing process by gathering industry best practices and assuring that legal compliance requirements processes such as CAN SPAM were integrated.

System Engineer Cognizant Technology Solutions

12/2019 - 06/2021

Tasks

- Automated repetitive processes by using VBscript, JIL to save human efforts Proactively participated in knowledge sharing sessions & platforms.
- Scheduled workflow of jobs in CA workload Automation scheduler.
- Automated tasks for known issues to avoid delays and creating jobs for skipping process and report generation.
- Identify and triaging Job failures.

EDUCATION

Bachelor Of Engineering Solapur University.

06/2015 - 06/2018

CGPA - 9.48

Courses

- BE in Mechanical Engineering.

SKILLS

Salesforce Marketing Cloud

Email Studio

Automation studio

Journey Builder

Contact Builder

Content Builder

Dynamic Contents

Web Studio

FileZilla

Exclusion and Suppression list

Email Tracking

ACHIEVEMENTS

- 1.Salesforce Certified Marketing Cloud Email Specialist
2. Received Sapphire Award for High Performance (2022)
3. Received Amber Award for critical go-live Production Activity from top management (2022)
4. Received Coral Award for High Performance (2021)

LANGUAGES

English

Full Professional Proficiency

Marathi

Native or Bilingual Proficiency

Hindi

Full Professional Proficiency

Kannada

Professional Working Proficiency

INTERESTS

Travelling

Pet care