

Rohit Meshram

Salesforce Marketing Cloud Developer

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WORK EXPERIENCE

Sr.Analyst/Software Engineer

Capgemini Technology Service India Ltd

05/2021 - Present

Pune

Achievements/Tasks

- A professional with 2 years of experience in web development with React.js, Javascript and Salesforce Marketing Cloud.
- 1.9 years of experience in Salesforce Marketing Cloud platform tools like Email studio (Email), web Studio(Cloud pages), Contact builder(sync DEs), A/B Testing, Journey Builder, Automation Studio, Interactive Email Content, Dynamic Email content.
- Exposure on Marketing Cloud connect, Custom Objects and fields creation in Salesforce CRM.
- Good ability in understanding and learning of new technologies and their application in business solutions.
- Created a Dummy E-commerce website using HTML and CSS and tried to fetch data from the website to Salesforce CRM and from CRM to the Marketing cloud using entry source in journey builder and used further to send emails (Lead Object).
- Created Cloud Pages with AMPscript for the Signup page and different use cases.
- Created Trigger Emails to send a welcome email immediately using Send Trigger option.

EDUCATION

B.E

Kavikulguru Institute Of Technology and Science,Ramtek

2015 - 2019

7.90 CGPA

12th

Vidya Niketan Junior College,Amgaon

2014 - 2015

66.60%

10th

Vidya Niketan High School,Amgaon

2012 - 2013

86.67%

SKILLS

Salesforce Marketing Cloud

Salesforce CRM

AMPscript

Agile Methodology

Javascript

SQL

HTML

CSS

API

Azure DevOps

ACHIEVEMENTS

Fire Fighter Award (01/2022 - 06/2022)

Recieved this award in Capgemini for outstanding performance and lasting contribution in organisation.

PROJECT

1.SFMC Developer At USA Based HealthCare (02/2022 - Present)

- Analyzing CRM Workflows, adapting applications for business needs , Marketing Cloud Setup, Email , Content, Journey Builder,Automation Studio.
- Created Custom objects and fields in CRM as per business filter conditions and triggered emails from the CRM side and worked with CRM data from multiple objects interconnected in sync DE of the marketing cloud.
- Working with Cloud Pages for Custom Profile Center(Using Ampscript functions) and Managing subscription status. Updating CRM objects from the Marketing cloud and working with interactive emails with Amp script functions and dynamic CC.
- Worked on Automation and used Different functions,(SQL, Import, Data Extract, Filter Activity,File Transfer).
- Responsible for Admin Activities (Create User, Assign roles, Manage Business Units).

CERTIFICATES

Salesforce Certified Marketing Cloud Email Specialist (12/2022 - Present)

Saleforce Certified Marketing Cloud Administrator (03/2023 - Present)

INTERESTS

Stock Market

Movies