Shreya Sardana
Salesforce Marketing Cloud Specialist

Salesforce certified individual with 2+ years of experience in Salesforce Marketing Cloud. Meets job demands and deadlines through diligent work-ethic and dedication to quality.

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📍 Chandigarh, India

in linkedin.com/in/shreyasardana

SKILLS

`SFMC` `Email studio`
`Content Builder`
`Journey Builder`
`Automation Studio`
`AMPscript` `HTML`
`CSS` `SQL`
`Cloud Pages`
`Einstein STO`
`Einstein Content Selection`

INTERESTS

`Painting`

WORK EXPERIENCE

Senior Analyst - Marketing Automation - SFMC
eClerx Services Ltd.

10/2020 - Present   *Pune, India*

Tasks/Achievements

- Developing, testing, deployment, and reporting of **email and push marketing campaigns** using **Email Studio and Journey Builder**.
- Creating **highly personalized and responsive email/push messages** using **AMPscript, HTML and CSS** along with catering to dark mode color inversions and Outlook rendering.
- Conducting **A/B Tests using Path Optimizer** in Journey Builder to determine which email version performs better.
- Writing **SQL queries** for segmentation of subscribers based on the requirement using **Query Studio and Automation Studio** to create sendable or suppression data extensions.
- Performing thorough **rendering checks** using tools such as **Litmus** to ensure email client compatibility along with covering all the edge cases in data and testing them against the email preview for spotless delivery.
- Monitoring campaigns until successful launch and **reporting** the performance by pulling out metrics from tracking data present in **Email Studio, Intelligence Reports and data views**.
- Proven track record of meeting campaign performance goals effectively and **setting benchmark** in terms of capability to independently solve complex problems.
- Maintained **outstanding client relationships** by providing excellent support and resolving issues promptly and effectively.

Front-End Intern
MangaX Technology

10/2018 - 01/2019   *Hsinchu, Taiwan*

Tasks

- Gained familiarity with front end web development concepts like HTML, CSS, JavaScript and Bootstrap.
- Contributed to the company's website concept and design.
- Created a draft for company's website in HTML, CSS and Bootstrap.

CERTIFICATES

Salesforce Marketing Cloud Email Specialist (08/2022 - Present)

Salesforce Marketing Cloud Developer (12/2022 - Present)

EDUCATION

B.E. in Computer Science
Chitkara University - Baddi, Himachal Pradesh, India

07/2017 - 05/2021   *8.58 CGPA*

12th Non Medical - CBSE
Bhavan Vidyalaya - Panchkula, Haryana, India

04/2016 - 03/2017   *78.2% - CBSE Board*

10th ICSE
Little Flower Convent School - Panchkula, Haryana, India

04/2014 - 03/2015   *92.5% - ICSE Board*