



Name :Pratik Gopal Sangvikar
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3 + years (3.6) Experienced Marketing Cloud Specialist skilled in Admin, Consulting and Development role, looking for an opportunity to provide technical and functional expertise to client with professionalism and with best ability to maximize the benefit both for clients and organization which will enrich my knowledge base and provide opportunity to explore multiple technical areas of Salesforce Marketing Cloud.

SUMMARY OF SKILLS AND EXPERIENCE:

- Experience in working in Multi Cloud project including working on various Marketing Cloud Configuration and development including functionalities like Automation Studio, Journey Builder, Admin Set up, MC Connect, Contact Builder, Email Studio, Web Studio, Einstein and Advertising Studio.
- Experience in working in SQL and Ampscript and have basic knowledge of HTML and Service Cloud
- Ability to cultivate a strong design thinking ability and drive innovation in the project.
- Ability to think critically, identify solutions and deliver recommendations based on data and analysis.
- Ability to take ownership of user stories and solve technical problems.
- Writing effective user stories and defining Acceptance criteria.
- Create concise, quality documentation for requirements and system design that supports business and technical team requirements.
- Mentored junior team members on various technical issues.
- Helped Technical lead in solving technical challenges.
- Good Communication and presentation skills.

CERTIFICATIONS

Salesforce Marketing Cloud Administrator,
Salesforce Marketing cloud email specialist
Salesforce Marketing Cloud Consultant
Salesforce Marketing Cloud Developer

EDUCATIONAL QUALIFICATION:-

BTech from Manipal institute of technology
12th Pass from Maharashtra Board(HSC)
10th Pass from Maharashtra Board(SSC)

PROFESSIONAL EXPERIENCE:-

1. A) Working as Salesforce Marketing Cloud Developer at Wipro Ltd from June 2021 to present.

Projects – Triumph and Beldona

Jobs and Responsibilities:

- Building, testing and deploying marketing and email campaigns including personalization and dynamic content across different Marketing Cloud Studios
- Setting up the Marketing Cloud Account for customer which includes :
 - a) Creating users and assigning proper roles and creating business units
 - b) Setting up SAP in the account
 - c) Creating sender profiles, delivery profiles and send classifications
 - d) Setting up reply mail management
 - e) Setting URL expiration
 - f) Setting file locations and FTP accounts
- Create different Data extensions based on different market and language and associate them to different campaigns
- Integrating Marketing Cloud to Salesforce CRM using MC Connector
- Building and configuring journeys using activities within the Journey Builder to deliver multi-touchpoint campaigns post thorough testing.
- Using automation studio to performing actions such as imports, data extracts, file transfers and SQL query activities.
- Respond to common business requirements and perform administrative functions within Marketing Cloud
- Maintain best practices for Marketing Automation Platforms, including troubleshooting, naming conventions, list management, etc.
- Motivate, mentor and coach the junior members on the team and help them grow
- Using Ampscript and SSJS to update objects in Salesforce CRM from Automation Studio
- Creating SMS message and reports in Mobile Connect
- Creating Technical design documentation for the project

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Jobs and Responsibilities:

- Building Survey form using landing pages for the client using Ampscript, HTML and using SSJS for error handling
- Creating Journey to send welcome email using Salesforce Data as entry source
- Providing training to freshers on SFMC studios
- Creating dynamic content to display as per different audience

2. Worked as **Marketing Cloud Email Associate** in Cognizant Technology Solutions from June 2019 to June 2021.

Jobs and Responsibilities:

- Implementation on SFMC tools like Email Studio, Journey Builder, Automation Studio, Mobile Connect, Content Builder, and Contact Builder.
- Help clients in every aspect of Salesforce Marketing Cloud starting from Account set up to sending email campaigns, setting Automations and journeys.
- Creating emails using templates
- Creating List, Data Extension for data management
- Configuring FTP to access files
- Creating Journeys using Journey Builder and applying contacts using Contact Builder
- Configuring and managing campaigns based on client requirement with Automation, Email, Data Extension and List
- Provide solutions for low open rate, click rate and conversion rate with strategies
- Providing roles and permissions to the users in MC creating and setting up Business units
- Setting up Automations and Journeys.

3. Worked as **Technical services associate** in Concentrix pvt ltd from March 2018 to June 2019.

Jobs and Responsibilities:

- Handling Tickets on SFDC lightning tool created by the clients on Computer hardware issues and software issues
- Meet the SLA of the ticket and provide the resolution as per the criticality of the issue.
- Attend WebEx meetings with client to understand and to resolve the issue.
- Help new joiners to understand the product and help them to troubleshoot.
- Access customer's account to check the issue and then try to reproduce the same in demo account.
- Suggest clients what will be the best use of the feature and product.

PERSONAL DETAILS:

Name	: Pratik Sangvikar
Address :	:3/A, Chintamani Apartments, Sadashiv Peth, Tilak Road, Pune-411030
Date of Birth	: 10/09/1995
E-mail	: pratik318@gmail.com
Gender	: Male
Marital Status	: Married

Languages Known

: English, Marathi , Hindi

Nationality

: Indian

Hobbies

: Gymming, cricket



