

Nikhil Mohan

SALESFORCE MARKETING CLOUD

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📍 Navi Mumbai, India

SUMMARY

- SFMC Email Specialist
- Overall experience of more than 4.5 years in web development.
- Almost 3 years of experience in Email Marketing, Campaign Management, Content Management.
- Responsible for e2e Campaign Execution, Quality Checks and final rollout of Cloud pages and EMAIL campaigns.
- Support A/B testing across different variants of email creatives.
- Good analytical skills for effective problem solving, ability to interact.
- Building responsive HTML email from scratch. Resolving rendering issue on Mobile, Desktop and Web platform.
- Implement AMPScript in email.

TECHNICAL SKILLS

- HTML5
- CSS3
- JAVASCRIPT
- JQUERY
- BOOTSTRAP
- AJAX
- PHP
- MY-SQL
- ADOBE PHTOSHOP
- ADOBE ILLUSTRATOR
- VML
- AMPScript
- Excel, Power Point, Word

PROFESSIONAL EXPERIENCE

Accenture Solutions Pvt. Ltd.

📅 Present

Accenture is an professional services company that provides services in strategy, consulting, digital, technology and operations. A Fortune Global 500 company incorporated in Dublin, Ireland with more than 492,000 employees serving clients in more than 200 cities in 120 countries.

Web development, SFMC and OCE Digital – Campaign Execution

- Dedicated professional with expertise in Salesforce Marketing Cloud.
- End to end execution during the campaign execution lifecycle including Email and Webpages.
- Experience with Email Studio, Web Studio, Data Extension and Content Builder.
- Creating Trigger, Promotional, Newsletter and Journey campaigns.
- Familiar with A/B testing of Subject lines, Content, Images and offers which drove higher open and click- through rates.
- Responsible for the overall campaign build and deployment right from generating extract from database as per the target group specified and executing the deployment of the campaign through the campaign platform i.e Salesforce Marketing Cloud and OCE Digital.
- Familiar with SQL queries to pull the data & set the target audience.
- Create customer segments as per the target group defined / specified.
- Testing campaign deployment using the seed list and also executing change requests on the campaigns.
- Create & customize template based emails including content blocks & forms.
- Help team members to resolve their queries and provide a working solution.
- Managing work allocation for Campaigns and Projects.
- Keeping track of ongoing requests and provide status report for the same.
- Configuring AMPScript in the Email, fetching Data from SFMC CRM, building logic on dynamic data, passing Data from email to landing pages
- Performing asset extraction tasks required for emails and landing pages using Adobe Photoshop and Adobe Illustrator.

Siyaram's Silk Mills Pvt. Ltd.

📅 May 18' – July 21'

Role - Web Developer

- Writing robust front-end code with HTML5, CSS3, Bootstrap and JavaScript frameworks and libraries to implement enterprise-class, B2B and B2C web applications.
- Writing well functional, testable and efficient code by using PHP with laravel framework.
- Gathering and refining specifications and requirements based on technical needs.
- Responsible for deploying, maintaining, expanding, and scaling out web applications.

Siyaram's Silk Mills Pvt. Ltd.

📅 March 17' – July 17'

Role - Web Developer Intern

SELECTED PROJECTS

- Roche
Client : EMEA, APAC, NA
- Siyaram's Silk Mills Ltd:
In house projects for fast sales processing.

PLATFORMS

- SFMC
- OCE-D
- Email On Acid
- Workfornt
- Jira
- Mysql Workbench
- PostgreSQL

AWARDS & CERTIFICATIONS

- Star of the business award(individual) in Q2 Q3 of 2022 by Accenture.
- Salesforce Marketing Cloud Email Specialist certification by UDEMY.
- Python, R Programming and SQL certifications by Datacamp.

EDUCATIONAL QUALIFICATION

- Masters in Computer Applications (V.E.S.I.T) - CGPA: 6.4
- Bsc.IT (Pillai's College Of Science, Arts & Commerce) - 57%

HOBBIES

- Reading
- Exploring new places
- Basketball
- Chess
- Guitar