

RAVI KATRE

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OBJECTIVE

To enhance my working capacity and professional skills and serve my organization in the best possible way with sheer determination and commitment and to work in an environment where I will accomplish my goal to become a successful person in the field of Technology.

PROFESSIONAL SUMMARY

- + IT professional with 3+ years of experience in **Salesforce Marketing cloud**.
- + Worked on **Salesforce Marketing cloud tool configurations**.
- + Worked on **Journey Builder, Automation studio** with various requirements majorly using **REST API-based** scripts coded using Marketing cloud **SSJS** and **AMPscript**.
- + **Proficient in Marketing Cloud Connect** and integrating the data between marketing cloud with salesforce CRM to combine the powerful features of marketing cloud to the full extent.
- + Worked on Email studio & contact Builder.
- + Worked on different System Data views like **_Open, _Click, _Subscriber, _Bounce**,
- + Experience building the master data extension at an organizational level
- + Extensive experience in segmenting the data using SQL, Data Filters, etc.
- + Working on the Approved Email templates to add the AMP Script according to the business requirements.
- + Create the Sender profiles and Delivery profiles and send classifications before sending the emails.
- + Self-Motivated and keen to learn new technologies and implement them in a testing environment.

CORE COMPETENCIES

- + Marketing Cloud Integration using Marketing Cloud Connect and custom APIs.
- + Expertise in Marketing Automation tools.
- + Requirement analysis and High-level design.

TECHNICAL SKILLS

- + Tools:
- + Issue Management and Communication Tool - JIRA
- + SFMC - Email Studio
- + SFMC - Content Builder
- + SFMC - Contact Builder
- + SFMC - Web Studio - Cloud Pages
- + SFMC - Automation Studio
- + SFMC - Journey Builder
- + SFMC - Analytics Builder - Reports
- + **Cloud Computing Technologies:** Salesforce Marketing Cloud (SFMC), Beginner in Salesforce-CRM (SFDC)
- + **Programming Languages:** AMPscript
- + **Web Technologies:** HTML, CSS.
- + **Database Technologies:** Basic SQL.

CERTIFICATION

+ **Salesforce Certified Marketing Cloud Email Specialist.** (July 2022)

WORK EXPERIENCE

+ Employed as Software Engineer IoConnect Software Solution from may 2020 to present



PROJECTS

PROJECT 01: SFMC DEVELOPMENT

Client: US-based Hair products brand.

Environment: Salesforce Marketing Cloud

Description:

This project is for America's largest and most recognized hair products and hair Solutions Company. There were multiple requirements like sending a one-time email sends like a New product launch email, a Festive offer email, loyalty coupon code emails, etc. And there was a more challenging task of creating highly customized Email sends with data being pulled from Sales Cloud dynamically based on the interaction/customer behavior. With the combined power of AMPscript and SSJS built-in functionality along with the help of the Marketing Cloud Connect package, a unique blend of technologies was used to accomplish the custom requirement.

Key areas worked:

- + API-based Journeys.
- + Cloud Pages.
- + Template-based emails.
- + SSJS triggered emails.
- + Monthly data being pulled from a secured FTP location via Automation studio & segmented using Data filter/SQL activities
- + Many custom implementations were performed using the industry's best practices to meet the customer's Marketing team, which would increase ROI.

PROJECT 02: SFMC DEVELOPMENT

Client: European-based Insurance Company.

Environment: Salesforce Marketing Cloud

Description:

Marketing campaigns that include diverse insurance products, converting the customer-provided PSD files to a Responsive Email template. And segregating the customer audience based on the type of Insurance policy and demographic details. Adopted the email best practices and conducted an A/B test to send emails which would drastically increase the open and click rate.

Key areas worked:

- + Hand-code the email templates from scratch to build the email template to match Pixel-to-pixel as per the client-provided PSD file.
- + Used Data Filters to segment the audience based on the customer requirement.
- + Conducted the A/B tests on emails as well on the Subject line.

EDUCATION

- M.Sc. from Dr. Babasaheb Ambedkar College Nagpur in 2017.
- B.Sc. from D.B.Science college Gondia.(MH) in 2014.

PERSONAL DETAILS

Date of Birth: 14th September 1993

Marital Status: Unmarried

Hobbies: Reading, Net surfing, Traveling, playing cricket.

Permanent Address: flat no 101, Mauli heights,hingane home colony,karvey nagar (Pune)

Language Known: English, Hindi, and Marathi.