Sharmistha Panigrahi

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Summary:

Insightful Salesforce Marketing Cloud Developer having almost 3 years of experience on the tool, with extensive training and 2 certifications in Salesforce marketing cloud. Proficient in SFMC Programmatic languages (AMPscript & SSJS Basics), troubleshooting, configuration and data channel analysis. Ability to design and develop custom solutions using SFMC platform along with excellent problem solving and analytical skills. Organized and highly motivated employee eager to apply time management and professional skills in various environments. Seeking opportunities on SFMC to expand my skills while ensuring organization's growth.

Work Experience:

Salesforce Marketing Cloud Development Associate
PwC India, Bengaluru | May 2022 – Present(1yr)
Project: Shell India – Internal MarTech Campaign Management

- Implement real-time customer data insertion into SFMC journeys using REST-Based API events from external webpage which is not integrated with SFMC.
- Integrate Salesforce CRM with Marketing Cloud through Marketing Cloud Connector.
- Automating the Marketing automations for import, data extract, file transfer and query activities etc. using Automation Studio for scheduled and file drop automations.
- Create dynamic landing pages, microsites, emails, forms and reusable content blocks / code snippets using AMPscript, SSJS Basics, HTML & CSS media queries. Also, I possess knowledge in Bootstrap 4 for styling the webpage
- Configuring and automating the complex customer journeys using Journey Builder for single send and multistep journeys.
- Analyzing the subscriber data and segmenting those based on the requirement using filter automation activity or SQL queries.
- Set up a streamlined and secure data transfer process with FTP integration.
- Creating automation workflows and customer journey maps to drive better decision-making in marketing.
- Successfully executing user-initiated and triggered sends in SFMC environment
- Utilizing SFMC data views to create SQL-based marketing automations for more targeted campaigns.
- Explored trainings for Mobile Studio SMS and Push Notification functionalities.
- Extensive knowledge on SFMC admin functionalities for assigning user roles and permissions and controlling access to the data.

Assistant Systems Engineer (Marketing Cloud developer)
Tata Consultancy Services Pvt Ltd. | Oct 2020 –May 2022 (1 Yr 7 Months)
Project: PwC USA – M&S US Campaign Management

- Successfully deployed over 50 marketing cloud campaigns (newsletters, pre- and

post-event communication, form integration, etc.) for onshore clients of PwC US, demonstrating strong collaboration and communication skills.

- Conducted A/B tests and analyzed campaign performance metrics to optimize email campaigns for clients, achieving up to a 20% increase in open rates and CTR.
- Contributed to team training initiatives, coaching new joiners on successful deployment of MarTech tasks and helping team members achieve goals while delivering error-free work.
- Developed effective marketing strategies aligned with corporate objectives and market trends, leveraging SFMC programmatic languages and admin functionalities.
- Maintained up-to-date knowledge of SFMC and digital marketing best practices to continuously improve campaign performance and drive results.

Skills:

SFMC Primary Tools: Email Studio · Automation Studio · Journey Builder · Content Builder · Contact Builder · Web Studio · Analytics builder for reports
Marketing Cloud Programmatic Languages: AMPscript · SSJS · GTL (getting trained on it)
· REST Based API event Firing
· CRM Integration using MC Connector
· Email Deliverability: Sender and Delivery Profile, Dynamic Sender profile, CAN-SPAM Classification
· SQL · HTML · CSS · FTP (WinSCP)
· Dynamic Content creation · Customer Journey Mapping ·
· Data Modeling and Segmentation
SFMC Admin Functionalities: SFMC User roles and Permissions · Single, User-initiated & Triggered Sends

Certifications and Accomplishments:

- Certified Salesforce Marketing Cloud Email Specialist / Salesforce – Nov 2022
- Certified Salesforce Marketing Cloud Administrator / Salesforce – March 2023

- Recognized as Employee of the month (November -2021) at TCS
- Consistent high (x+) CSAT Score

Education:

- Bachelor of Technology (IT): Biju Patnaik University of Technology, Odisha
- Associate Degree, Science: Ramadevi Women's Junior College, Odisha

Languages:

- English – Full Professional Proficiency
- Hindi – Full Professional Proficiency
- Odia – Native or Bilingual Proficiency