

Profile:

2x SFMC certified seasoned professional with overall 7 years of work experience among which 1+ year in Marketing Cloud and 4+ years as a Salesforce Administrator and Business Analyst and 1 year as an IT Support Executive.

Skills:

- Certified SFMC Email Specialist
- Certified SFMC Administrator
- Experience in training Business Clients, Key Business Stake Holders, and internal teams on Salesforce related framework
- Worked on AGILE Methods

WORK EXPERIENCE:

1. Working as Marketing Cloud Point of Contact in **Valtech [April 2021 - Present]**
2. Worked as a Salesforce Admin and Business Analyst in Salesforce Oyster Support in **Nihilent [November 2016 - April 2021]**
3. Worked as IT Support Executive in **Global IDs Information Systems [October 2015 - November 2016]**

Organization: Valtech

[April 2021 – Present]

- **Role: Marketing Cloud POC**
Client: S C Johnson
- Leading the build phase of Salesforce Marketing Cloud implementations mainly focused on the different Marketing Cloud Studios and AMPscript for areas of customization
- Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, implementation & enhancement of projects in marketing cloud
- Created Many Templates and many sender Profiles, send classifications and associated them according to the client's request
- Created Data Model into Contact Builder with up to 10 Data Extensions along with Data Filters
- Written SQL queries to build targeted audiences & Extract Data
- Created user-initiated emails
- Configured the customer journeys on Journey Builder, Built Automations to keep the DB updated in SFMC.
- REST APIs POSTs Documentation for SFMC Access Token, Fire Entry Event and Upserts Data Extension for different Journeys
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation
- Integrated between Big Commerce and SFMC
- Used Automation studio for performing actions such as imports, extracts, and SQL query activities
- Created customized Unsubscription Model through Landing Pages
- Conducted A/B testing as per Client Requirements

- Configured the Business Units, and data filters, created new users, assigned appropriate roles and configured security settings for Organization
- Participated in pre-sales activities for the Organization

Organization: Nihilent

[Nov 2016 – April 2021]

Role: Salesforce Admin & Business Analyst for Salesforce & Oyster Support

Client: British Petroleum

- Being a Business Analyst understanding & gathering requirement from Business/Stake Holder for any changes in present system.
- Preparation of Impact Analysis document for any changes.
- Test Scenarios and Test cases creations as per the Release Document and execute them.
- User Acceptance Testing, Functional testing and collecting feedback from them.
- Communication with Clients on a regular basis, Communication with Support team and developers to understand requirements as well as update the status in Salesforce.
- Chairing monthly project calls for Business covering various teams.

Involved in a Continuous Improvement Project for British Petroleum – which involved the improvement of a major object in Salesforce – Case Form. Managed different analytical activities including manual testing such as:

- Reporting the usage of fields in various forms.
- Reporting the usage of the forms based on Business Requirements.
- Reporting the usage of different queues present in the system.
- Managing the user access levels based on hierarchy.
- Detailed analysis on the existing workflows and suggesting on improvement of the current workflows.
- Preparation of “As-is” and “To be” process documents.
- Preparation of Test Scripts to be widely used by various segments of the Business.
- Preparation of final improvement storyboard.
- Preparation of the Impact Assessment Document.
- Detailed Analysis on the Impact of the changes on various segments such as – Historical Data, Reporting Capabilities, and Existing Reports.
- Preparation of Training Documents.

As a Salesforce Admin performed the following duties:

- Managing & Routing of Tickets in Salesforce.
- Creation and Maintenance of Users in Salesforce.
- Creation and Maintenance of Queues in Salesforce
- Creation, Maintenance, Editing of Emails Templates Visual Force and HTML formats in Salesforce
- Providing Users access to Queues.
- Managing and checking backend assignment rules for the routing of tickets to the relevant Queues.
- Creation and Maintenance of Public Groups in Salesforce
- Providing Users access to the Public Groups

- Troubleshooting User issues in Salesforce.
- Responsible for timely submission of various reports related to performance management of team, Stakeholder Reports, Client Requests to relevant parties e.g. Senior management, Business contacts, and Stakeholders.
- Hands on experience in managing complex queries in Salesforce by analyzing the issues impacting multiple business areas.

Oyster, which was an in-house tool for British Petroleum, mainly used as an Analytics tool; Responsible for the following works as an Oyster Support Analyst:

- Managing all Administration, Maintenance Activities & Customer Queries in Oyster 4.2 & Oyster Agreement Repository (an application from the Oyster Suite of Applications).
- Managing all Administration and Maintenance Activities in other applications in Oyster Suite of Applications - such as Reporting Pipeline, Travel Tools, and Spend Monitor (which are all applications from the Oyster Suite of Applications).
- Managed and maintained the primary contact email box for the project (Oyster Data Administrator Mailbox) and managed the allocation of Customer Queries Received in the email box.
- Maintain the primary Business Communication email box (Oyster Communications Mailbox) and responsible for sending out all Business Communications for British Petroleum.

Organization: Global IDs Information System Pvt. Ltd
Role: IT Support Executive

[Oct 2015 – Nov 2016]

Responsibilities:

- Answer, track and route phone calls of clients from US, Europe & India.
- Act as the point of contact for internal and external clients.
- Log and track support calls in the designated Global IDs portal & prioritize and escalate jobs as required to ensure customer satisfaction.
- Liaise with executive and senior administrative assistants to handle requests and queries from senior managers.
- Organize and schedule appointments over Online Podcasts [WebEx/GTM/Webinar/Skype].
- Plan meetings and take detailed minutes.
- Maintaining & updating Calendar, Documents, Agreements, POC related to company affairs in the Portal.
- Write and distribute email, correspondence memos, letters, faxes, and forms.
- Working on Sales tools, MS Excel, Tout-App, MS Outlook & Go-Daddy for e-mail campaign.
- Update and maintain office policies and procedures.
- Maintain contact lists.

EDUCATIONAL QUALIFICATION

- B. Tech in Civil Engineering from Meghnad Saha Institute of Technology Kolkata (2014)
- Diploma in Civil Engineering from Ramakrishna Mission Shilpapitha Belgharia (2009)
- Secondary from Dumdum Kishore Bharati High School Kolkata (2005)