Shreyansh Singh (SFMC Developer)

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Career Objective:

- An enthusiastic & high energy driven professional targeting assignments in Salesforce Marketing Cloud Developer/ Consultant in IT industry.

Profile Summary:

- Currently working as Marketing Cloud Developer with Accenture since March 2019.
- Earlier worked as SQL Developer from March 2016 to December 2018.
- Salesforce Marketing Cloud Professional with a comprehensive experience of 2+ years and pervasive knowledge of Marketing cloud.
- Excellent understanding with different Marketing Cloud concepts such as Email Studio, Mobile Studio, Web Studio- Cloud Pages, Campaigns, Content Builder, Contact Builder, Journey Builder, Trigger Send.
- Experience in creating and maintaining automations, data extensions, campaigns, journey builder, list, emails.
- Experience in using personalization strings, AMPscript in email contents for the dynamic content and the subscriber specific content.
- Knowledge of Email Sends, Trigger Sends Automation, Setup of Landing Pages, Smart Capture.
- Experience in various testing tools of the Marketing cloud like Content Detective, Validation, Test Send and Test Send Preview
- Worked on various Automation activities like SQL query automation, Import file activity, Export data activity, File Transfer activity, Script activity, Verification activity.
- Experienced on the tracking part of emails like Campaign Tracking, Click Through Rate (CTR), Open rate, Performance of the mail etc.
- Deep knowledge on various terms in Marketing Cloud like Unsubscribe types, Hard Bounce, Soft Bounce, Types of Email Send, Sender Profile, Delivery Profile.
- Extensive experience in the SQL queries used in the automation studio like all types of joins, order by, group by, concatenations, substring, union, case statements, subqueries, casting of datatypes etc.
- Capabilities in performing complex troubleshooting, root-cause analysis and solution development.

Professional Experience:

Organization	Role	Duration
Accenture	SFMC Developer	March 2016-Till Date

Core Competencies:

Email studio, Automation studio, Journey builder, Web studio, Mobile studio, AMPscript, SQL, Marketing cloud connect, Marketing cloud integration, Campaigns, Dynamic contents, Contact builder, Data extensions and lists, FileZilla.

Project Experience:

1. Accenture   **Pune, Maharashtra**

                                                                                    Nov 2020-Till Date

Role: SFMC Developer

Client: A leading British multinational universal bank, headquartered in London, England, UK. A multinational

credit card and payment services provider.

Responsibilities:

- We run different types of campaign for card customers.
- Campaign to promote new feature credit cards, campaign to upgrade credit cards, etc.
- We also run a campaign for retail banking promoting mortgage loans and home loans.
- We also implemented campaign tracking to track the activities such as open, clicked and bounced on daily basis.
- Creating campaigns, data extensions, email contents using dynamic content block, html bock, image block.
- Implement marketing automation campaigns using salesforce marketing cloud tool by identifying segments, emails, landing pages.
- Worked on various AMPscript functions- using the cloud pages/landing pages for better customer experience and displaying the customer data on the cloud pages using various AMPscript functions.
- Perform A/B testing, monitor campaign performance. Used the SQL query activity using the data views for the campaign tracking activity.
- Tracking email send and generating reports.
- Automation failure troubleshooting.

2. Accenture   **Pune, Maharashtra**

                                                                                    Mar 2019-Nov 2020

Role: SFMC Developer

Client: A Leading Healthcare Organization in USA. One of the largest and strongest Catholic health care systems

focused on improving people's health and enabling better outcomes across the health sector.

Responsibilities:

- Used to send remainder emails and SMS messages to the subscribers regarding their appointments, to ask the subscribers to confirm the appointment, send any survey related mails etc.
- Used the FTP tools File Zilla to import the data from the client system to the SFMC environment and also to transfer the data from the SFMC to the client system.
- Creating campaigns, data extensions, email contents using dynamic content block, HTML block, image block.
- Implement marketing automation campaigns using salesforce marketing cloud tool by identifying segments, emails, landing pages.
- Creating customer journey using journey builder. Used various tasks of the journey builder like engagement spilt, decision split, update data, wait by attribute, wait by duration etc.
- Creating interactive emails and cloud pages using personalization string and AMPscript according to client requirements.
- Worked on various AMPscript functions- using the cloud pages/landing pages for better customer experience and displaying the customer data on the cloud pages using various AMPscript functions.
- Creating outbound, response and mobile opt-in message using mobile studio.
- Creating message SMS in content builder.
- Perform A/B testing, monitor campaign performance. Used the SQL query activity using the data views for the campaign tracking activity.
- Tracking email send and generating reports.
- Mapping and loading data into salesforce marketing cloud.
- Creating segments using SQL queries.
- Automation failure troubleshooting.

3. **Accenture**   **Pune, Maharashtra**
Nov 2017 to Dec 2018

   Role: SQL Developer

   Client : A leading bank in Germany.

Responsibilities:
- Involved in managing the data warehousing for financial data.
- Involved in writing SQL scripts.
- Providing support in Production environment by fixing defects.
- Perform Unit Testing.

4. **Accenture**   **Chennai, Maharashtra**
May 2016 to Oct 2017

   Role: SQL Developer

   Client: A leading Health Insurance firm in US.

Responsibilities:

- Develop SQL components to make sure that the application functions properly according to the business requirements.
- Perform Unit testing and coordination with testing team for fixing defects.
- Performance fix on Production failures.
- Involved in Full Software Development Life Cycle SDLC.
- Join the data sets, Aggregating or sorting the data as per the requirement.

Education

- B.E (2015, IERT).
- HSC (2010, CBSE Board).
- SSC (2008, CBSE Board).

PERSONAL INFORMATION:

- **Name**: Shreyansh Singh
- **DOB**: 16th Sep 1993
- **Sex**: Male
- **Marital Status**: Unmarried
- **Nationality**: Indian
- **Permanent Address**: 84/1A/3, Colonelganj, Prayagraj, U.P., Pin-211002.
- **Languages**: English, Hindi.
- **PAN**: FHVPS3678R

DECLARATION:

All the information provided above is true to the best of my knowledge.

Place: Pune   Shreyansh Singh