

# Preeti Agrawal

SFMC Consultant

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GitHub: <https://github.com/agrawalpreeti>

## WORK EXPERIENCE

### Salesforce

#### Success Engineer

Jan '22 – Present

- Providing end to end technical assistance in implementing **Marketing Cloud Solution** for our Global customer, identifying efficiency and problem areas of Marketing Cloud, **troubleshooting** their MC project issues.
- Creating **Campaigns across Web, Email and Mobile Channels** in Marketing Cloud.
- Through knowledge and adhere to best practices on **Email Studio, Mobile Studio, Web Studio, Automation Studio, Journey Builder, Content Builder and Contact Builder**.
- Troubleshooting **SQL Query** and **AmpScript** logic and leveraging assets to build email campaigns
- Architecting **Marketing Cloud Data Model**, Creating and Managing **Data Extensions** and Lists, Data Designer, Data Sources, Importing and Exporting Campaign Send and Tracking data

### Tata Consultancy Services

#### System Engineer

Oct '20 – Dec '21

- Being a part of **SFMC** team, having a good hands-on experience on various SFMC tools such as **Audience Builder, Journey Builder, Automation studio, Interaction Studio, Email Studio, Content Builder, Landing page Creation** any many more.
- Being one of the **key Front-end member**, Created **UI components and functionality** using **ReactJS**. Worked as **Front-end Developer** in a team to **develop highly accepted UI created with React**. Performed frequent debugging sessions and implemented changes as per client requirement.
- Part of the major project which convert Manual data handling of Health care professionals into a **fully functional UI and Database product**.
- Worked as a key member of the **UX/UI team** and created various templates using **HTML/CSS, JavaScript**.
- Completed some Web development Projects using ReactJS.

## EDUCATION

### B.Tech in Electronics & Communication

2016 - 2020

Jaipur Engineering College and Research Centre, Jaipur

80.9%

### Senior Secondary School

2014 - 2015

Kendriya Vidyalaya III T Jhalwa, Prayagraj

81.2 % CBSE Board

## SKILLS

### Technical Skills

- Salesforce Marketing Cloud (Studios and Builders)
- Campaign Management
- Email Campaigning
- Marketing Automation
- AmpScript
- SQL query (Wrote and Execute in Automation studio)
- HTML5, CSS, JavaScript
- JSON, API handling
- Dreamweaver, Photoshop (Used in Template Creation)

### Strengths

- Dedicated learner.
- Team Player.
- Effective time management skills
- Adaptable and Interactive.

## CERTIFICATIONS

- Certified Marketing Cloud Developer
- Certified Marketing Cloud Administrator
- Certified Marketing Cloud Email Specialist
- Certified Marketing Cloud Consultant
- Trailhead Ranger

## PROJECTS

- **Netflix Clone**  
Link: <https://netflix-clone-22c29.web.app/>  
Created a clone of Netflix using ReactJS.
- **To Do List App**  
Link: <https://preeti-todo-list.firebaseio.com>  
To-do-list Web App using NodeJS with expressJS.

## AWARDS & ACHIEVEMENTS

- **Top 100 CSAT Contributor FY2022-23 – Salesforce**
- **Cleared TCS Internal Digital Exam 2020-21 – TCS**
- **On The Spot Awards/ Star Team Awards - TCS**