



ROHIT GHODAKE

A multi-faceted professional, skilled in blending creative intellect / insight and sharp planning skills for managing **Technical Support/CRM Management**, aiming for top level assignments in **Salesforce Marketing Cloud** with an organization of high repute, preferably in Pune/Remote

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PROFILE SUMMARY

- **A focused & goal-oriented professional** with **nearly 5 years** of career success in **Salesforce/Digital Marketing** across **IT industry**
- Technocrat with specialization in end-to-end **Salesforce Solutions**, Technology Management; leading business operations through **planning** and **analysing delivery issues** in a timely fashion
- **Hands-on experience for Projects delivery** in Marketing Cloud which include Plan, monitor and control the Development & QA activities using Agile approaches
- Ensured excellent operations for high technical complexity involving fairly new platforms & multiple vendor products; led architecture requirements assessment, software and hardware upgrade with exposure to **Virtualization, Clustering and Cloud Computing**
- Analytical & quality-oriented professional with an eye for detail with proven results in providing effective leadership to establish **Corporate Quality Management System & Compliance** by ensuring adequate designing, standardization & harmonization, implementation, controlling and monitoring of Quality system & its sub systems to stay fit for multiple locations
- **Overachieved** the monthly KPI goals like CSAT, productivity and resolving client escalations
- Skilled in conceiving & implementing **digital marketing plans** that fuelled market-place presence, revenue growth, brand visibility & loyalty and footfalls
- Analysed **consumer insights**, ascertained target audience and best way to reach them in the most cost effective & flexible manner with different set of communications and an effective media mix
- **Top performing team player, learner & effective leader** with capability in managing large teams through mentoring & problem-solving



CORE COMPETENCIES



SOFT SKILLS

Salesforce Marketing Cloud Development	<div></div>	Collaborator	<div></div>
Salesforce Marketing Cloud	<div></div>	Communicator	<div></div>
Requirement Gathering	<div></div>	Analytical	<div></div>
Data Analysis	<div></div>	Critical Thinker	<div></div>
Search Engine Optimization	<div></div>	Planner	<div></div>
Marketing Strategy/Planning	<div></div>	Negotiation	<div></div>



EDUCATION

- **Bachelor of Engineering (Computer)** from APCOER Pune University in 2017
- **Diploma (Computer)** from Cusrow Wadia Institute of Technology, Pune in 2013



CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Admin.
- Salesforce Ranger on Trailhead



WORK EXPERIENCE

Salesforce, Hyderabad | Technical Support Engineer (SFMC)

January 2022 - Present

Key Result Areas:

- Facilitating end-to-end SFMC design, development & delivery activities involving customization, structuring code management and integration with existing architecture
- Extending support towards managing the production issues with key focus on optimizing application performance and scalability
- Interfacing with Salesforce clients & users; gathering the necessary account requirements to successfully plan each project, and implement those plans to their organizational needs
- Spearheading complete delivery management functions including planning, designing/ developing solutions, managing projects, coordinating with clients and providing technical leadership for new projects
- Translating & documenting the business requirements to the detailed technical design & solution, performing code reviews and managing developers throughout the development, testing, and support phases
- Suggesting technology-based solutions for enhancing functional efficiency and achieving business excellence; managing risks and planning for contingencies to ensure minimal effect on deliverables
- Driving efforts to integrate Salesforce with other systems and applications, to include troubleshooting existing web service integrations and third-party components
- Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS
- Steering Marketing Confidential in Journey Builder and Email & SMS campaigns
- Working on HTML, CSS, Amp Script to update HTML based emails and landing pages and creating triggered sends for continuous flow and provided sample REST API payloads
- Functioning with mobile Connect, Mobile push, query writing, data extensions and AMP Script and developing different e-mail templates for implementation of dynamic email marketing program using AMP Script, HTML and CSS
- Meeting monthly goals on KPIs such as CSAT, Productivity and resolving customer service issues and skillfully managing complex customer service problems
- Supervising customers' expectations and experience in a way that results in high customer satisfaction along with reviewing support cases for technical and troubleshooting accuracy

Mobisoft Infotech Pvt. Ltd., Pune | Digital Marketing Executive (B2B)

December 2019 – December 2021

Consocio Food to Go Pvt. Ltd., Pune | Digital Marketing Specialist (B2C)

June 2019 – November 2019

Consocio Food to Go Pvt. Ltd., Pune | Digital Marketing Executive (B2C)

October 2017 – November 2018

Key Result Areas:

- Created and refined social media profiles to enhance client acquisition, customer service and PR efforts on the web
- Developed strong market knowledge of existing & potential clients and ensured that business growth opportunities are aligned to company's strategic plans
- Formulated content initiatives to launch blogs, video content and social media profiles in order to generate thought leadership and significant inbound marketing results
- Directed Digital Marketing & Analytics plans using marketing strategies involving SEM, SEO, roadblock activities, banners, flash ads, display prospecting & retargeting, content & social and affiliate media leading towards lead generation for business while ensuring cost per visit, high lead generation and high conversion rate
- Trained company staff on using social media tools and technologies; organized internal processes to manage social media activity across multiple departments
- Analyzed keywords and Google Analytics, conducting competitive analysis to identify improvements as well as increase visibility and rankings
- Managed external marketing agencies for tasks such as Media Planning, Pay Per Click (PPC), Search Engine Optimization (SEO), Usability Testing, and Copywriting



TECHNICAL SKILLS

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|---------|--------------|------------|--------------|
| • HTML5 | • JavaScript | • SQL | • SOAP API |
| • CSS | • Web Design | • REST API | • AMP Script |



TOOLS

- | | | | |
|-------------------------|-------------|--------------------------|---------------|
| • Slack | • SEMrush | • Google Analytics | • UberSuggest |
| • Marketing Cloud Tools | • Ahrefs | • Google AdWords | • Yoast |
| • Webex | • Buffer | • Google Search Console | |
| • Word-Press | • MailChimp | • Google Keyword Planner | |



PERSONAL DETAILS

Date of Birth : 28th March 1992
Address : A/p- Nazare, Tal- Sangola, Dist.- Solapur - 413308
Languages Known : Hindi, English & Marathi