

Resume

Name: Sayali Ingale

Mobile Number: +91-9881722071

Salesforce Professional

Email: sayali22ingale@gmail.com

Career Objective:

To be associated with a progressive organization that poses a challenge and promises an innovative career, marking the most of my knowledge and thus giving me scope to update my skills and Knowledge.

Professional Summary:

6+ Years' Experience in Creative and detail-oriented Email Marketing and Salesforce Marketing Cloud with an extensive experience in developing email marketing strategies, conducting team performances. Effective communicator and great team leader offering excellent multitasking and time management abilities. Good Knowledge about Salesforce Marketing Cloud, AMP Script, HTML, CSS, Automation Activities.

Work Experience:

1. Epsilon

Role: Sr. Developer (SFMC)

Duration: Jan 2023 to till now

RESPONSIBILITIES:

- Create Confidential and implement marketing campaigns using tools like **Journey Builder, Email Studio and Automation Studio**.
- Work with Confidential Connect, Data Stream, query writing, data extensions and AMP Script.
- Managing subscriber data, import and segmentation using a combination of Salesforce Confidential tools and database queries.
- Working with Marketing Managers and converting their strategy into implementations.
- Experience with SFMC Functional Settings such as RMM, Send Classifications, Sender Profile, Delivery Profile, Grant Access to user etc.
- Creating and updating Data Extension, Read and Write to DE's.
- Working experience with Basic of AMP Script, SQL queries, HTML and CSS.

2. Epsilon (Payroll – Collabera Technologies Pvt Ltd)

Role: SFMC Developer

Duration: Sep 2022 to Dec 2022

RESPONSIBILITIES:

- Create Confidential and implement marketing campaigns using tools like **Journey Builder, Email Studio and Automation Studio**.
- Work with Confidential Connect, Data Stream, query writing, data extensions and AMP Script.
- Managing subscriber data, import and segmentation using a combination of Salesforce Confidential tools and database queries.
- Working with Marketing Managers and converting their strategy into implementations.
- Experience with SFMC Functional Settings such as RMM, Send Classifications, Sender Profile, Delivery Profile, Grant Access to user etc.
- Creating and updating Data Extension, Read and Write to DE's.
- Working experience with **Basic of AMP Script, SQL queries, HTML and CSS**.

3. MachBizz Marketers Pvt Ltd. Pune

Role: Salesforce Professional

Duration: April 2021 to April 2022

RESPONSIBILITIES:

- Experience in creating emails in **Email Studio**, automating processes in **Automation Studio**, creating effective Journeys in **Journey Builder**, and building lists and **data extensions** in Contact Builder and Email Studio.
- Experience with loading/importing records into Data Extension by using **SQL**. Validate the data and create audience segments for campaigns as per client requirements.
- Knowledge of **Email Studio, Content Builder, Contact Builder, Journey Builder, Automation studio, Cloud page, Analytics Builder, Data views and Execution of A/B Testing**.
- Working experience with **Basic of AMP Script, SQL queries, HTML and CSS**
- Knowledge **of SFMC REST/SOAP APIS**.
- Knowledge with dynamic content and personalization in emails using **Amp script**.
- Create dynamic, personalized marketing email templates using **AMP Script**

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- Working experience with **Basic of AMP Script, SQL queries, HTML and CSS**
- Knowledge **of SFMC REST/SOAP APIS**.
- Knowledge with dynamic content and personalization in emails using **Amp script**.
- Create dynamic, personalized marketing email templates using **AMP Script**
- Good knowledge of data modelling; specifically, knowledge of Data Relationships and **Contact Builder** in Salesforce Marketing Cloud.
- Experience in producing and executing all email campaigns, including building emails from templates, QA, and scheduling.
- Experienced of designing Salesforce Marketing Cloud solutions to meet business requirements including **segmentation, campaign design, campaign analytics, dashboard report and marketing journeys**.
- Experienced in creating and managing **data sets and data extensions** within SFMC to power **email campaigns, journeys, and personalized content**.
- As well as I have been working simultaneously in handling team for Email Marketing Campaigns

4. MachBizz Marketers Pvt Ltd. Pune

Role: Team Leader (Email Marketing)

Duration: January 2021 to April 2021

RESPONSIBILITIES:

- Working experience in handling team for Email Marketing Campaigns on Various ESP Tools like Benchmark, Mail Chimp, Send inBlue, SendsGreed.
- Check the campaign requirements and assign to team members for further outcome.
- Responsible for creating and managing project plans and timelines to deliver Email marketing campaigns on time and escalate any issues that may prevent on time delivery.

- Responsible for the co-ordination of marketing resources and closely work with delivery managers, account managers, product managers, Developers, etc.
- Educate staff members on email campaign strategies, campaign analytics, and dashboard report for building high business growth.
- Provide leadership for the team to come up with new marketing strategies that are aligned with the business goals.
- Generate daily, weekly, monthly, quarterly performance reports, including ability to recognize and troubleshoot data anomalies.
- Reports to clients through emails, phone calls and ask for the any updates, requirements.

5. MachBizz Marketers Pvt Ltd. Pune

Role: Digital Marketing Associate (Email Marketing)

Duration: Jul 2018 to December 2020

RESPONSIBILITIES:

- Check the campaign information Geo, Department (Required Job Tittle), Employee Size (prospect company size), Revenue of the Company, Allowed Industry, Named Account List, Job Level etc.
- Sorting collected data and do the promotion by creating Newsletters
- DO the quality of downloaded clicks, opens and blasted data after promotion.
- Create assets and send those to the email verified and confirmed leads. Create Landing Pages.
- Check for the GDPR, privacy policy and remove if any unsubscribe.
- Fill the campaign tracking sheet and bounce report every month.

6. DemandShore Solution Pvt. Ltd. (Formerly known as QED Baton)

Role: Research Analyst.

Duration: Dec 2015 to Mar 2017.

RESPONSIBILITIES:

- Web Research & Content Verification
- Email Discovery
- Researching over Hoovers, Jigsaw, Inside View, Google, Yahoo, etc.
- Contact Discovery

SKILLS:

- Salesforce Marketing Cloud
- AMP Script, HTML, CSS, SQL
- Software Automation Testing
- Email Marketing and Digital Marketing
- Email Campaign
- Research and Skrapp
- Contact discovery(CDQA)

EDUCATION DETAILS:

- B.E Electronics & Telecommunication from R. C. Patel, Institute of Tech, Shirpur.

PERSONAL DETAILS:

Address: Plot no- 74, Swaraj Mansion, Nagarvikas Society, Somalwada, Nagpur, 440015

Date of Birth : 22nd Feb 1993

Languages : English, Hindi, Marathi

Nationality : Indian

DECLARATION:

I do hereby confirm that the information given here is true and correct to the best of my knowledge.

Place:

Date:

Sayali Ingale

