Payal Kumari

Engineering Lead, Persistent Systems (Oct 2017 – Present, 5 Years)

Certified & highly adept in Salesforce Marketing Cloud, Marketing Cloud Personalization (Interaction Studio), Marketing Cloud Intelligence (Datorama), Automation with an eagerness to solve technical problems and learn more each day. Seeking a development/ Consultant role that requires SFMC solution where I can use my abilities and skills to help the organization grow and leverage personal growth as well.

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Nagpur, India

WORK EXPERIENCE

Persistent Systems, Nagpur — *Engineering Lead*

INTERACTION STUDIO, Module Lead – Health Care

- Analyze client website and implement multiple campaigns (E.g.: Exit Intent, Recommended Banner)
- Implement Sitemap to capture Categories, Product and configure Content Zones.
- Configure campaigns on specific website page and recommend banner based on user affinity
- Configure Onboarding journey through website.
- Implement Slide In campaigns on specific website page for loyalty program sign up
- Configured journeys to be triggered when a new user submits the details using exit intent pop up in Interaction Studio

INTERACTION STUDIO, Module Lead – Retail

- Analyze client website and implement multiple campaigns (E.g.: Exit Intent, Recommended Banner)
- Implement Sitemap to capture Categories, Product and configure Content Zones.
- Developed Email and Web Recommendation to provide personalized content on email and website based on customer's behavior and interest.
- Import Products in Interaction Studio platform
- Developed Exit Intent Email pop up and Newsletter Sign up Exit Intent
- Developed a hero banner based on captured behavioral tracking for delivering 1-to-1 level personalized recommendation on website
- Developed a survey form on the client's website

DATORAMA, Module Lead – HealthCare

- Analyze Client's data and understand the mapping of the data coming from various sources
- Create data streams for 5 different sources – Linked In, Leads CRM,

PERSONAL SKILLS

My Strengths include strong Interpersonal Skills, Excellent Organization, Time Management, Communication & Presentation skills with an attention to detail and focus on team engagement.

TECHNICAL SKILLS

Salesforce Marketing Cloud – Data models, Journey Builder, Cloud Pages, Automation Studio, Email Studio, Web Studio, Content Builder, Amp script, SQL, Marketing Cloud REST API Salesforce CRM, Admin

Salesforce Marketing Cloud Personalization (Interaction Studio) - Sitemap, Einstein Recipe, Campaigns, Survey

Salesforce Marketing Cloud Intelligence (Datorama) – Data Streams, Harmonization, Visualization

Automation Testing (Selenium + Java, Robot Framework)

CERTIFICATIONS

1) Interaction Studio Accredited Professional, 2022

2) Salesforce Marketing Cloud Email Specialist, 2022

3) Salesforce Marketing Cloud Admin, 2022

4) Salesforce Marketing Cloud

Opportunities CRM, Google Analytics, Pardot
- Visualize data through dashboards for each source of data

MARKETING CLOUD, Module Lead – Health Care
- Developed custom preference center to manage preferences & custom unsubscribe functionality to stop receiving emails from marketing cloud
- Created snooze period functionality in custom preference center
- Managed publication lists for custom subscription
- Integrated Web Pages with marketing cloud using REST API Calls to send welcome series emails to subscribers.
- Used Postman to test journeys with API Event - Entry Source.
- Implemented Marketing Cloud Connect with the CRM
- Created Interactive Emails to be used in Journeys
- Implemented Import/ Export in Automation Studio
- Configured FTP user for file access in Marketing Cloud using FileZilla
- Configured journeys to be triggered when a new user submits the details using exit intent pop up in Interaction Studio
- Created Tasks and Leads in CRM through a Journey
- Worked with Landing Pages/ Cloud Pages
- Created SQL queries for automations using Data Extensions, Data Views, Joins.
- Working on Lead Scoring using Marketing Cloud
- Working on Amp Emails to trigger live content in the inbox (emails already sent) to show dynamic content based on various conditions
- Testing the setup, journeys, automation to make sure everything is in place and running.

STUDY OPTIMIZER L2 & DEV OPS, Senior Software Engineer – Data Practice
- Facilitated Daily scrum ceremonies with internal team for status updates.
- Daily scrum with Client to provide status.
- Understanding the requirement of features to be automated.
- Responsible for analysis and review of the features and designing the automation test plan for the same.
- Writing test scripts enriched by a team member to test APIs using keywords in Robot Framework.
- Assigning tasks and reviewing the test scripts written by junior team members.
- Deploying the test scripts on Jenkins.
- Analyzing the failures and sharing with the Manual QE Team.
- Re-recording the output files after version updates and bug fixes

CONNEXTIONS, Software & Senior Software Engineer – Lifescience & Healthcare
- Working with various stakeholders to gather the requirements for the application
- Created Functional document covering all the requirements and converting these into user stories in Kanban.

Intelligence Accredited Professional, 2022

5) Salesforce Admin, 2022

TOOLS

Jira, Confluence, Test Rail, Git, Eclipse, Bugzilla, Rally, Postman, WinSCP, Putty, FileZilla

VOLUNTEERING

Delivered multiple sessions and presentations on Interaction Studio for internal team

Volunteered 10+ times for buddy program

170+ trailhead badges

Volunteered to lead 3 teams for Hackathon event

Volunteered for various CSR activities – plantation drives, donation drives, Marathon

Stood 3rd in Persistent Systems, Salesforce Hackathon event, 2022

EXTRA CIRRICULAR ACTIVITIES

Lead 1/4 team as Captain in Persistent, Nagpur campus – Pulse (Annual techno – cultural event), 2019

Lead 1/4 teams as Vice-Captain in Persistent, Nagpur campus – Pulse (Annual techno - cultural event), 2018

Volunteered as a lead for various internal get together and team outings

Participated as a lead dancer in Pulse – 2017, 2018, 2019, Pulse launch event

Core committee member – CSE cultural events, Techno India Salt Lake college. As a part of this team, organized various events for the branch.

Core committee member – EDGE 2017 & Volunteer – EDGE 2015, 2016 (techno management fest), Techno India Salt Lake

- Sharing the story status and updates with the client over status call.
- Weekly calls with QA Team of Client side to discuss enhancements, defects, stories, tasks & updates.
- Weekly call with Automation Team of Client side to discuss the test cases completion status and related updates.
- Discussing doubtful/unclear Acceptance criteria/ features for update or requirements with PM/BA in design sessions/ scrum
- Testing two different products for same client.
- Handled a product individually.
- Automation and Manual testing of the stories/defects assigned to QA in rally.
- Adding the test cases, defects in Rally, Bugzilla and maintaining it.
- Assigning, guiding, and reviewing tasks for junior members.
- Tracking of stories to be deployed & performing regression on UAT, Stage, Prod at times of deployment.
- Gave feature and application demos after sprint end.
- Monitoring of logs after deployment.
- Responsible for writing automation test scripts for the manually tested features using Element locators and Selenium Web driver methods for web application

INTERNSHIP

Intel Technology India Pvt. Ltd., Bengaluru, 6 months, 2017

- Project – Connected Home Division (CHD)
- Language - C++
- Problem Statement - multicasting and broadcasting, (Networking)

EDUCATION

B. Tech, 2013-2017

- B. Tech in Computer Science (2013 – 2017), 9.21 DGPA
- H.S.C. CBSE Board, 2013, 91%
- S.S.C. CBSE Board, 2011, 10 CGPA