NIKUNJ NAMDEO

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Professional Summary

Certified Salesforce Marketing Cloud Email Specialist and Administrator having experience in setup, implementation and support of SFDC and Salesforce Marketing Cloud. Helped businesses worldwide to achieve marketing automation with data driven campaigns on Salesforce platforms.

Certifications

- · Salesforce Marketing Cloud Email Specialist
- · Salesforce Marketing Cloud Administrator

Education

Bachelor of Engineering: Computer Science (2009-2013)
Global Nature Care Sangathan Group of Institutions

Work History

Salesforce Marketing Cloud Developer

May 2021- Till Date, Accenture Solutions Pvt Ltd. Mumbai

- Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email.

- Enabling dynamic content management and personalization using AMPScript

- Used Journey builder in running more than 70 different campaigns along with Automation Studio and Contact Builder.

- Assisting internal teams in setting up and conducting A/B and multi-variant testing based on criteria such as segmentation, offer, offer presentation and creative.
- Familiarity with SQL language for writing queries for data in Exact Confidential .
- Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.
- Scheduling deployments in the Salesforce Confidential application and providing completion communications to the client
- Conduct quality assurance reviews and other activities to ensure the accuracy and timeliness of email deployments
- To Monitor the campaign post-deployment to validate completion

Salesforce Marketing Cloud Developer

June 2017- May 2021; Cognizant Technology Solutions, Pune

- Coordinated with businesses to understand the business and structure to resolve issues related to marketing automation.
- Worked with businesses in setting up account, roles, lists and data extensions in Salesforce Marketing Cloud to accomplish custom business requirements.
- Extensive understanding of email best practices and CAN-SPAM laws.
- Worked on Content Builder to create email templates, designing new emails and improving existing contents.
- Knowledge of developing AMPscript code to implement business requirements over email.
- Set up of integration process between Salesforce CRM and Salesforce Marketing Cloud via Marketing Cloud Connector.
- Working with the customer's issue on real time basis to replicate the issue and resolve at the same time.
- Helped customer to Create and Build Impactful emails and landing pages.
- Helped new users with the Roles and Permission required completing their task accordingly.
- Helped the user to locate the files on the FTP and also make sure that all the correct file's are present for them to complete their tasks.
- Fetch the real time error logs from Splunk and Program History+ applications.
- Expertise in Landing Pages and Smart Capture

Technical Support Salesforce Marketing Cloud

May 2015- Jun 2017; Teleperformance India, Indore.

- Creating Users in Salesforce Marketing Cloud.
- Creating Business Units in Salesforce Marketing Cloud.
- Assigning roles to the users.
- Creating Business unit.
- Deployment of Campaigns in Automation Studio.
- Monitoring Campaigns

Achievements

- Attended NCC Combined Annual Tracking Camp-3 in Jabalpur
- Attended All India Trekking Camp in Ranchi Jharkhand.
- 4 Unicorn and 6 Spotlight Awards till now in my current Company.
- Salesforce Trailhead Ranger.

Declaration: I hereby declare that all the information provided above is accurate to the best of my knowledge.