RAVI PANDEY
Salesforce Marketing cloud Developer

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Having 8.5+ years of experience in the Salesforce Marketing Cloud and Email marketing industry. I have experience in the design and Configuration of highly efficient and scalable Campaigns for Salesforce Marketing Cloud. I have involved in almost all the phases of the Inception stage, Collaboration, Construction until Transition phase.

Technical Proficiency:

- Hands-on experience on Email Studio, Mobile Connect, Automation
- Hands-on experience on SQL, HTML, CSS and Mobile Ink.
- Hands-on experience Google Analytic and Reports Analytic builder.
- Worked on Interactive Emails, AMP Script and Data Extension.
- Knowledge of Journey Builder, Contact Builder and Triggered Emails
- Knowledge of Interaction Studio, Advertising Studio and Social Studio
- Worked on Testing Tool Litmus, Email on Acid and Return path
- Experienced on Agile Project Framework with project management tools Jira, Git and Redmine.

Salesforce Trailhead Profile: https://trailblazer.me/id?uid=rpandey2015

SFMC USI Lead AT Deloitte

Senior Consultant   (Oct 2021 - Present)

Working here as an architect role to configure SFMC setup as per the client business and provide the solutions for the client query. Configuring Business requirement in SFMC with better solutions and helping to client to get more customer interaction and business growth strategy.

We are working here to setup and implementation of MC Integration, Mobile Connect, Journey Builder, Email Studio and Contact builder.

Responsibilities:

- Provide SFMC Configure Solution to client.
- Implementing the business solution in SFMC.
- Connect with client for the update and solution.
- Managing 11 Members team for the SFMC Solutions.

Projects:

1) CompSource Mutual Insurance

Managing production and Platform setup for CompSource Project.

Responsibilities:

Setup Administration from the scratch for CompSource Project. Implemented Templates Email, Landing Page, Reports, Data extension and Automations.

2) Sobeys

Configured Emails, Landing Page and journey builder.

Responsibilities:

Develop Emails with dynamic content block Approach with Using Personalization. Configure Journey Builder and Automation as per the business logic.

Salesforce Marketing cloud Consultant AT PUBLICIS SAPIENT
Senior Associate Creative Operations   (Jan-2018 - Sep 2021)

Managing the production of Salesforce Marketing cloud Solutions (Emails, Social Studio, Mobile Connect, Landing Page, Integrations, Attributes, Data Extensions, Automations, Journey builder, Reports, Admin and campaign deployments etc. for on-shore teams across US, UK & HK while leveraging latest email marketing tools.

Projects:

1) Project: Entergy

Managing production and Development for DLBi-NA on-shore team.

Responsibilities:

- Create and manage the production of Emails, Landing Page, Data List, Data ext. and Landing Pages using Latest Technologies and Salesforce Marketing Cloud Technology.

2) Project: Dunkin Donuts / Baskin Robbins   Responsibilities:

- Develop Emails with dynamic content block Approach with Using Personalization, AMP Script and Filtration in Data Ext. Reporting of data from ExactTarget (SFMC), Litmus analytics and Movable Ink.

3) Project: Delta Airlines   Responsibilities:

- Developed and deployed 235 Emailers with using Personalizing, AMP Script, Automations and Journey builder.

- Developed 40 Data Extensions, Data Filters and Developed 252 Triggered Send Definitions.

Clients Projects Handled:

CompSource Mutual, Sobeys, Entergy, Delta Airlines, Baskin Robbins, Kellogg's, Dunkin Donuts, Smart & Final, Probe Form, Exxon Mobil, City bank and ready Refresh etc.

Senior Email Marketing Developer at DZUWA TECH PVT LTD
Technology Solutions and Administration (Jan 2014 -Jan 2018)

Responsible for converting PSD to HTML, PDF to HTML with Responsive, PSD to Emailer and website maintenance, working with jQuery. Working Mailchimp and Litmus for email marking deployment, Reporting and Testing. This includes rolling out Development, e-Marketing campaigns, Landing Page's co-ordination with digital agencies to execute digital marketing plans, planning campaign messaging & overall content calendar for the campaign. During my professional tenure.

Certification:

- Salesforce Certified Marketing Cloud Email Specialist
- Microsoft Specialist Programming in HTML5 with JavaScript and CSS3

EDUCATION (MENTION ONLY ONE OF YOUR LATEST EDUCATION CREDENTIALS)

GBTU, Lucknow, India
Master of Computer Applications (IT), 2014

Declaration:

I hereby declare that the above information is true to the best of my knowledge.

Date: -12 May 2022

Place: Gurgaon   (Ravi Pandey)