Rahul Raj
Salesforce marketing cloud Expert
4x Salesforce certified
Cell: +918452091027
Email: rahulr250692@gmail.com

Profile Summary

Salesforce developer with 7+ years of experience in salesforce marketing cloud, salesforce development, configuration, implementation, and service cloud implementation.

Competencies:

Salesforce marketing cloud, Journey, Automation, Email studio, mobile connect, Salesforce development, SQL, HTML, JavaScript, Email Campaign Management, Rest/SOAP API

Work Experience

Senior consultant - SFMC@ Json Consulting | July'2020 – present

Key Responsibilities:

- REST API Integrations to different internal systems for seamless data flow
- Created outbound API triggered SMS leveraging Sales Cloud data to send dynamic SMS
- Managed 3rd party data in many data extension using complex automation and API integration.
- Working on HTML, CSS, Amp Script to update HTML based emails and landing pages
- Implement marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio
- Deliver support in the areas of SFDC Confidential configuration, administration, reporting, data migration, solution design and project coordination
- Work with mobile Connect, Data Stream, query writing, data extensions and AMP Script

Senior Associate Technology - SFMC@ Publicis Sapient| June'2019 – April'2020

Key Responsibilities:

- End to end SFMC implementations, CRM Marketing Automation domain integration of SFMC with SF Sales/Service cloud and other enterprise systems using SOAP/REST
- Hands-on experience on different channels of Marketing Cloud Email Studio, Web Studio, Social Studio, Mobile Studio.
- Contributed to successful Design and Delivery of SFMC implementations.
- Created Technical Design from Functional Design / Requirement.
- Worked on Journey Builder, Automation, Cloud pages.

Senior Business Analyst - Salesforce@ Tata Consultancy services| March'2018 – March'2019

Key Responsibilities:

- Worked as Lead in service cloud Implementation.
- Worked on integration with different salesforce service and third party.
- Worked on Apex development extensively in building complex triggers, synchronous and Asynchronous classes.

- Hands on experience in integrations using REST and SOAP.
- Participate in requirements analysis.
- Experience in working with Data teams to load and export large volume of data to and from Salesforce.
- Designing solutions with out of the box features, custom configuration and code on the Salesforce platform.

Senior Campaign developer - SFMC *@ Wipro Ltd | March'2017 – March'2018*

Key Responsibilities:
- Created outbound API triggered SMS leveraging Sales Cloud data to send dynamic SMS
- Build out Marketing campaign in Journey Builder and Email & SMS campaigns
- Working on HTML, CSS, Amp Script to update HTML based emails and landing pages
- Implement marketing campaigns using tools like Journey Builder, Email Studio, and Automation Studio
- Deliver support in the areas of SFDC Confidential configuration, administration, reporting, data migration, solution design and project coordination
- Work with mobile Connect, Data Stream, query writing, data extensions and AMP Script

ICICI Bank: SFMC *June'2015 – March'2017*

ICICI Bank: SFMC *Jan'2014–March'2015*

Key Responsibilities:
- Responsible for supporting day to day SFMC operations and cross-channel digital marketing campaigns including email and SMS
- Collecting, collating, and carrying out complex data analysis in support of management & customer request.
- Responsible for loading, extracting and Validating of Business data and executing campaign through exact target.
- Performing requirement gathering for successful roll out of the strategic marketing campaigns.

Education

Bachelor of Engineering in Computer, Pune University, Maharashtra India.

Strengths

Ability to grasp the new skills quickly, Hard-working, Keen to research new technology (AI, ML)

Personal Information

Rahul Raj,
DOB: 16th Feb 1992
Gender: Male
Nationality: Indian
Place: Bengaluru