

Curriculum Vitae

Shofia Dhanapal

shofiadhanapal16@gmail.com (Currently working at Capgemini)

- A professional with 4 years of experience in Salesforce Marketing cloud and web development with Angular, Java and React.js.
- Having 2.5 years of experience in Salesforce marketing cloud platform tools like Email studio (Interactive personalized emails), Mobile Studio, Cloud pages(Ampscript and SSJS), Contact builder(sync DE's), Journey Builder, Interaction Studio(Personalization), API's(Rest & SOAP) and Automation Studio(SQL).
- Having exposure on Marketing Cloud Connect(MCC), Custom objects and fields(formula fields) creation in Salesforce and Triggered(Transactional) Sends.
- Having Experience in defect tracking tools JIRA, Github.
- Working exposure on building web application using Angular 8 with RXJS, React Js with Redux and java.

Personal Details

Name	-	Shofia Dhanapal
Designation	-	Associate Consultant with 3x certified Salesforce Marketing cloud developer at Capgemini
Contact	-	9952325013

Technical skills

Programming Language	-	HTML , Java
Scripting Language	-	SSJS, Ampscript, Javascript, React.js, Angular 8.
Query Language	-	SQL
Marketing Automation Tools	-	Salesforce Marketing Cloud, Salesforce CRM

Qualification

Education:

Master of Computer Applications(MCA)- 2019.

Projects

Project Name(1) - **BANNER HEALTH** – Currently Working

Duration - **Feb 2021 to Current**

Role - Salesforce Marketing Cloud Developer

Technology - Salesforce Marketing Cloud

Description - Analyzing CRM Workflows, adapting applications for business needs , Marketing Cloud products, Cloud Setup Marketing Cloud Resources, Email ,content, social & Audience Studio basics, API's(Rest and Soap), data segmentation using SQL(Data Views), Automation activities like import, file transfer(FTP) and journey Builder. create custom objects and fields in CRM as per business filter conditions and trigger emails from CRM and work with CRM data's from multiple objects interconnected in sync DE of marketing cloud. Working with cloud pages for custom preference center using(SSJS and Ampscript) and managing subscription status. Updating CRM objects from Marketing cloud and working with interactive emails with ampscript functions and dynamic CC.

Technical Profile - [https:// trailblazer.me/id/sdhanapa13](https://trailblazer.me/id/sdhanapa13).

Certifications - **3X Salesforce certified** – Marketing cloud Email specialist, Salesforce Marketing cloud Admin and Salesforce Marketing Cloud Developer.



Badges - SF points **12475** in **Trailhead** , SF Badges **41**

Project Name(2) - **Audit App (StartSafe).**

Organization - Cloudev tech

Duration - APR 2019 – JUN 2020

Environment - Angular 8, REST services, Java, Git, MySQL.

Roles and Responsibilities:

- Involved in designing the user experience interface UI/UX Strategy, UI requirements, converting findings into UI designs.
- Leveraged MVC design pattern to organize Angular Components , Custom Directives and Views.
- Involved in developing backend logic to save the details in database for the required business
- Involved in developing Controllers , Services and DAO's for the application using Spring Boot and JPA for the Business Logics.
- Used JIRA for defect tracking to reduce downtime, increase productivity, and Communication.

Project Name(3) - **Incident Management.**

Duration - SEP 2019 to JAN 2020

Environment - React.js(16), JIRA, Rest API's.

Roles & Responsibilities -

- Requirement Gathering, Analysis and Prototyping.
- Created interactive UI's using One-way data flow, Virtual DOM, JSX, React Native concepts.
- Implemented the Drag and Drop functionality using React-Draggable.
- Involved in coding reviews and enhancement of the application.
- Involved in developing Controllers , Services and DAO's for the application using Spring MVC annotations.

Project Name(4) - **Teaching Assist**

Environment - React.js with Redux, jQuery, MySQL, Git, and Rest

Roles & Responsibilities -

- Designed, developed and test HTML5, CSS3, Bootstrap, jQuery ,Redux, SCSS and React.JS that meets accessibility and web browser standards.
- Used Middleware, Redux-Promise in application to retrieve data from Back-End and to also perform RESTFUL services.
- Added dispatching Action Creators to deploy Actions ,Created and used Reducers that received said Actions to modify the Store State Tree.
- Extensively used Git for regularly pushed the code to Bit Bucket and JIRA as the bug tracking system. Involved in debugging and solving the bugs.