Shashwat Gosavi
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CERTIFIED Marketing Cloud Email Specialist

CERTIFIED Marketing Cloud Consultant

CERTIFIED Marketing Cloud Administrator

CERTIFIED Marketing Cloud Developer

Background

► Shashwat is a Senior Consultant in the Business Consulting practice of EY GDS, focusing on Marketing Automation, with 7 years of technology experience.

► Proficient in Salesforce Marketing Cloud areas such as Emails, Journeys, Automations, Ad Studio, Data Model, Distributed Marketing.

► Proficient in Oracle Eloqua areas such as Emails, External Calls, Auto Synchs, Integrations.

► Experience in Sales Cloud integration.

► Hands on knowledge in preparing RFP Estimations, Ramp Plan.

► Prior work experience with Deloitte and TIAA India.

Education

► MBA- Finance, Bachelors in Computer Science.

Experience

► SFMC Developer and Consultant.

► Built, tested, deployed and monitored Email campaigns and generated reports based on marketer requirements

► Built and managed Emails, Facebook Ad Campaigns, Email marketing journeys.

► Implemented integrations between SFMC and Sales Cloud, Financial Services Cloud.

► Ensured on-time delivery of user stories from offshore, training of new team members on SFMC, and ramping them up on client systems and processes.

► Implemented Distributed Marketing solution.

► Performed testing of Emails using Litmus testing tool.

► Written and executed test cases for journeys testing in SFMC.

► Conducted Scrum ceremonies such as Stand-ups, Retrospectives and Sprint Planning.

► Delivered SFMC trainings for campus hires.

Projects

► SFMC implementation for an American multinational corporation specialized in payments and cards. Implemented large scale Marketing Automation solution which included Email Marketing, multi-channel journeys and Facebook Ads.

► Eloqua implementation for an American multinational corporation specialized in payments and cards. Implemented Emails, External calls, Auto Synchs and Campaigns.

► SFMC migration for an insurance sector company in the US market. Migrated journeys, automations and assets from one SFMC instance to another SFMC instance

► SFMC and Financial Services Cloud implementation for a Canadian multinational financial services company. Implemented Distributed Marketing solution which included integration between SFMC and FSC and triggered emails

► Scrum Master of one of the scrum teams for a British multinational banking and financial services company. Conducted all Scrum ceremonies and ensured on-time delivery of user stories.

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