

PANKAJ BHADANE

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SUMMARY

- Over 3.4 **years** of experience including 1.7 years in **Salesforce marketing cloud** which includes working on email studio, Automation studio & Journey builder, implementation & enhancement of projects in marketing cloud Platform.
- Experience in implementing **Salesforce marketing cloud** solutions across web, mobile and email channels to deliver impactful, profitable and tailored customer experiences.
- Coordinated with IT development teams/Scrum master to build user stories, business requirements and monitored data and Worked with Marketing managers and converted their strategy into implementations using Marketing cloud.
- Experience in implementing marketing campaigns in Email Studio, Automation Studio and Journey Builder.
- Manage email marketing campaigns, implementation of A/B tests and delivery optimization.
- Developed end-to-end solutions for complex nurture campaigns to deliver personalized customer email communications.
- Designed personalized email content using HTML, CSS and Ampscript in Content Builder.
- Managed subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and Database queries.
- Used Automation studio for performing actions such as imports, extracts and SQL query activities.
- Support day to day interactions with marketing teams and campaign operation managers.

CERTIFICATIONS:

- Salesforce Certified Marketing Cloud Email Specialist

TECHNICAL SKILLS

Implementation Solutions: Salesforce Marketing Cloud (Email, Automation, Journey builder, Contact builder, Campaigns, Emails, landing pages, Marketing Cloud Connect.

Languages: HTML, CSS, AMP Script, SQL.

Productivity Tools: Salesforce Marketing Cloud Sandbox

EDUCATION

Bachelor's in Science - 2017

PROFESSIONAL EXPERIENCE

Namo Infotech.

December 2021 – Present

Role :- Marketing Cloud Developer.

Project :- Rutland Cycling

Responsibilities:

- Design and develop solutions based on business requirements in the Salesforce Marketing Cloud platform.
- Data cleansing and loading data into SFMC from various sources.
- Develop and implement journeys to execute complex business marketing campaign rules.
- Creating Automation studio jobs to pull customers and other CRM data to evaluate customers and enroll them in appropriate Journey/Campaigns.
- Using A/B testing to optimize email campaigns to deliver more relevant messages to subscribers to increase Open and Click rates.
- Create reusable content blocks, including text, HTML, images, buttons, dynamic content, and A/B testing, to ensure relevant messaging reaches the right person every time.
- Using Web Studio to develop and maintain Cloud pages.
- Experience with SFMC Connector and worked on synchronized DEs and Salesforce Data extensions.
- Designed and configured journeys using various activities within the Journey Builder
- Tracking email opens, clicks, and deliverability metrics online.
- Running reports to track different Email send, Journey, Campaign, and Account metrics.

Environment: Salesforce Marketing Cloud, Email marketing, Amp script, HTML, CSS, EmailStudio, Mobile Studio, Automation Studio, Content Builder, Journey Builder, Triggered Sends.

01 Synergy.

Nov 2019 – Jun 2021 (1.8 Years)

Role :- Digital Marketing Executive.