

Shivam Deshmukh

Analyst, Salesforce Marketing Cloud

Salesforce Marketing Cloud Developer experienced in Developing New Email Templates, Push Messages, News Letter, PCI and launch of New Promotional Event Campaigns by organization. Salesforce Certified Salesforce Marketing Cloud Email Specialist. Expertise in Creating and Managing End to End Campaign Activities. Having a Good Knowledge in Email Studio, Journey Builder, Contact Builder and also in HTML-CSS, SQL and Amp-script.

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📍 Nashik, India

WORK EXPERIENCE

Analyst, Salesforce Marketing cloud eClerx

07/2021 - Present

Mumbai, India

Salesforce Marketing Cloud Developer

- To Develop, QA, and Deploy journey's using Salesforce Marketing Cloud applications for Email, Push Message, Newsletter Marketing, and in-product Communications.
- Develop/modify email templates and existing campaigns Set up, test, and launch complex email campaigns with dynamic content, and Mobile Push.
- Managing Subscriber data, import, and segmentation using salesforce tools.
- Used Journey builder in running different campaigns along with Contact Builder.
- Conduct Quality Assurance reviews and other activities to ensure the accuracy and timeliness of email deployments.
- To monitor the campaign post-deployment to validate compensation.
- Scheduling deployments in the Salesforce application and providing communication to client.
- Managed Day to Day Operations of Email Marketing and Automation programs, to optimize program and initiatives.
- Developed Training Materials, SOPs and Work Instructions to supplement new team member onboarding
- Created and Maintained Marketing Automations, End to End Campaign Journeys and Campaign Building using Journey Builder.

EDUCATION

Bachelor of Engineering Electrical Engineer All India Shri Shivaji Memorial College Of Engineering, Pune

2017 - 2021

SKILLS

Salesforce Marketing Cloud

Journey Builder

SQL

Email Marketing

HTML/CSS

Ampscript

Digital Marketing

Push Development

Campaign Management

Email Studio

Communication skills

Client Handling

CERTIFICATIONS

1) Salesforce Marketing Cloud Email Specialist

ACHIEVEMENTS

1) Awarded by Business Special Award by eClerx for Contributions for growing and deliver excellent experiences.

2) Received Values Award for Outstanding Commitment and Exemplifying core values.

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Marathi

Full Professional Proficiency