

Niranjan Chavan

SALESFORCE MARKETING CLOUD

 niranjan.c9c@gmail.com

 +91- 9136812140

 Mumbai, India

SUMMARY

SFMC Email Specialist

Total 4+ years of experience in Email Marketing, Campaign Management, Content Management.

Responsible for e2e Campaign Execution, Quality Checks and final rollout of SMS and EMAIL campaigns.

Support A/B testing across different variants of email creatives.

Good analytical skills for effective problem solving, ability to interact.

Building responsive HTML email from scratch.

Resolving rendering issue on Mobile, Desktop and Web platform.

Implement AMPScript in email.

TECHNICAL SKILLS

- HTML5
- CSS3
- JAVASCRIPT
- JQUERY
- BOOTSTRAP
- REACT JS
- AJAX
- WORDPRESS
- PHP
- MY-SQL
- SQL
- AMPScript
- Excel, Power Point, Word

SELECTED PROJECTS

- Roche
Client : EMEA, APAC
- Pitney Bowes
Client : EMEA, APAC
- Bayer
Client : EMEA, APAC
- GlaxoSmithKline (GSK)
Client : EMEA, APAC

PROFESSIONAL EXPERIENCE

Accenture Solutions Pvt. Ltd.

 Feb 2020 - April 2022

Accenture is an professional services company that provides services in strategy, consulting, digital, technology and operations. A Fortune Global 500 company incorporated in Dublin, Ireland with more than 492,000 employees serving clients in more than 200 cities in 120 countries.

SFMC - Campaign Execution

- Dedicated professional with expertise in Salesforce Marketing Cloud
- End to end execution during the campaign execution lifecycle including Email, SMS & Push Marketing.
- Experience with Email Studio, Mobile Studio, Data Extension, Content Builder, Automation Studio, Journey Builder etc.
- Creating Trigger, Promotional, Newsletter and Journey campaigns.
- Familiar with A/B testing of Subject lines, Content, Images and offers which drove higher open and click- through rates.
- Responsible for the overall campaign build and deployment right from generating extract from database as per the target group specified and executing the deployment of the campaign through the campaign platform i.e. Salesforce Marketing Cloud.
- Familiar with SQL queries to pull the data & set the target audience.
- Create customer segments as per the target group defined / specified.
- Testing campaign deployment using the seed list and also execute change requests on the campaigns.
- Handled Import, Export, data extracts, Filters, Exclusion lists, Suppression lists.
- Customize email templates basis the campaign brief.
- Handled marketing campaigns for eCommerce and Retail Stores.
- Report on campaign performance post deployment and also have the ability to create daily, monthly engagement and Cost report.
- Help team members to resolve their queries and provide a working solution.
- Managing work allocation for Campaigns and Projects.
- Keeping track of ongoing requests and provide status report for the same.
- Configuring AMPScript in the Email, Fetching Data from SFMC CRM, Building logic on dynamic data, Passing Data from email to landing pages, Inserting dynamic data into DE.

2COMS Consulting Pvt. Ltd.

 Jan 2018 - Feb 2019

- Experience in development of web base applications consist of HTML5, JavaScript, JQuery, AJAX, Bootstrap, CSS3, Wordpress, core PHP, My-Sql, SQL and SEO.
- Experience in Design and Deployment of Application, WooCommerce site, eCommerce site, CRM admin dashboard as well as making User Friendly and SEO Friendly responsive templates. Have as ability to work well in a team or individual environment.

PLATFORMS

- Wordpress
- eWizard
- Veeva Vault
- AEM
- SFMC
- Jira
- WorkFront

STRENGTH

- R&D
- Creativity
- Patient
- Analytical thinking
- Enthusiasm
- Good managerial skills
- Ambitious
- Self Learner

HOBBIES

- Automations
- Machine Learning
- Helping to others
- Observation
- Drawing
- Painting

AWARDS & CERTIFICATIONS

- Star Innovator Award (Individual) in 2021 by Accenture.
- Core Value Champion Award in 2020 by Accenture.
- Angular Certification in 2021 by Udemy.

EDUCATIONAL QUALIFICATION

Degree	Collage Name	Year	Percentage
Bsc-IT	SRM Collage, Kudal (Mumbai University)	2017	73%
H.S.C.	S.V.M. Pachal (Maharashtra Board)	2014	66%
S.S.C.	M.V.M. Tamhane (Maharashtra Board)	2012	89%

PERSONAL DETAILS:

Name : Niranjan Sharad Chavan.

DOB : 18-09-1995 **Nationality** : Indian

Gender : Male **Marital Status** : Single

ACKNOWLEDGEMENT

Here by, I acknowledge all the details provided above are valid and best of my knowledge.

Place : Mumbai, India. **Yours Faithfully,**

Date : **Niranjan Chavan.**