



# PRATHAMESH NALAWADE

Would like to utilize my competencies and skills for the organization by serving wholeheartedly for the same.

## SALESFORCE MARKETING CLOUD DEVELOPER

### PHONE:

+91 7208420561

### E-MAIL:

prathamesh.nalawade9994@gmail.com

### SKILLS

- Journey Builder
- Automation Studio
- Email Studio
- AMPScript, SQL
- Dataviews. Dataroma
- Litmus Testing

### STRENGTHS

- Project management
- Strong decision maker
- Complex problem solver
- Creative design
- Innovative
- Service-focused
- Advance Excel

### LANGUAGES

- English
- Marathi
- Hindi

### HIGHLIGHTS

- Work on End-to-End Business Requirement Gathering from Client and Planning, development, and implementation on Marketing Cloud Platform.
- Designing of Journeys using Journey builder from scratch.
- Using Automation Studio for various activities like SQL, Import, Data extract, file transfer etc,
- Content builder for designing of emails using different content blocks like image, text, buttons etc.
- Designing and developing relational data through Data Extensions.
- Basic Understanding of AMPscript, SQL, HTML CSS.
- Pulling Out Reports using DataViews, Dataroma.
- Worked on App Connector and Integration.

### WORK EXPERIENCE

- Salesforce Marketing Cloud Developer, 03/2021 to Present.  
VBS Corporate India Pvt Ltd, Mumbai.
- Project Coordinator, 11 /2019-02/2021.  
Fire Trace Mep Services LLP, Mumbai.
- Project Engineer, 06/2018-11/2019,  
Mumbai Alpha National Fire Safety Services Pvt. Ltd.

### EDUCATION

- ❖ **Master of Business Administration: Operations** 2017-2019  
Swayamsiddhi collage of management & research
- ❖ **Bachelor of Engineering: Mechanical** 2013-2016  
Vidyavardhini collage of engineering & technology
- ❖ **Diploma: Mechanical** 2010-2013  
Thakur Polytechnic