

3.2 years of overall IT experience in SFMC, throughout which I have worked extensively on Studios like (Automation, Email, Mobile, Social,Web) with expertise in developing Marketing campaigns from scratch in a BU, implementation of various automated campaigns using Journey Builder and Automation Studio.

As a part of assignments worked in multiple SFMC projects and involved in different phases of the Projects- Design, Build, Deployment and Maintenance Support.

Excellent communication and client facing skills, client interactions and requirement gathering using JIRA, incident management and change management in Service Now.

Work History

2018-01 - Current	<div>Senior Developer <i>Cognizant Technology Solutions, Kolkata, West Bengal</i> Administration :<ul style="list-style-type: none">• SFMC Administration: Creation of users, roles, Sender/Delivery Profiles,From Address Management, Publication Lists creation, FTP Management, Salesforce Integration after refresh activity, SSO enablement and certification update• Mobile Studio Administration: Keyword creation including account help and account stop, Contact management using mobile List, Filtered mobile List creation, Mobile Push App Management, APNS certificate update,custom Keys creation.• Social Studio Administration: Creation of users, assigning roles and workspaces with custom permissions, creation of Author and Post labels.• Social Studio Automate Administration: Worked on creation of Datasource, Automate rules and Content libraries.• Worked on creation of Historic Datasource and rules in case any running data source fails.• Reports: Created various reports from Analytics studio for Email,SMS,Push to monitor campaign performance.• Creation of Automated Social account and topic profile reports for workspace in Social studio.• User Audit Semi Automation: Created a semi</div>
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Shashank Yadav

SFMC Senior Developer

Contact

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Skills

SQL	<div><div></div></div> Very Good
AmpScript	<div><div></div></div> Very Good
HTML	<div><div></div></div> Good
CSS	<div><div></div></div> Good
SSJS	<div><div></div></div> Average
API	<div><div></div></div> Average

automation which fetch User details along with all assigned BU and respective assigned roles.

Content Management:

- **Email Studio:** Worked on responsive email creation using HTML with Ampscript, templates and dynamic content.
- Created triggered sends and User Initiated Sends, worked on email rendering and fixing issues in various mobile, desktop and web domains
- **Mobile Connect:** Worked on API, Outbound, Outbound Interaction SMS creation and have knowledge about other SMS Message template.
- **Mobile Push:** Worked on Outbound Push message creation, have knowledge about other Push Message template.
- **Web Studio:** Worked on Custom Profile and Subscription centre using DE and Lists.
- Worked on custom Un-subscription page to unsubscribe user from Salesforce.
- Created an End to End CloudPage Campaign which includes capturing Data of Customers and ECP's and store it in Master DE.
- Created Re-consent cloudpage to get consent of already existing user for EMEA region.
- Created Cloudpage using smart capture forms.
- **Social Studio:** Worked on creation of templates and tabs for .Engagement.

Campaign Management and Deployment:

- **Automation Studio:** Worked on various activity creation such as Send Email, SQL, Script, Import file, DataExtract, Filetransfer.
- Created both File drop and Scheduled Automations.
- **Journey Builder:** Designed and deployed various SMS, PUSH and Email journeys based on requirement.
- **Deployment Manager:** Used Deployment manager to deploy journey skeleton, DEs, attribute groups and automations from one BU to another.

Other Skills:

- Strong communication, client facing, Analytical and Coordination skills with strong skills in business and technical analysis of the business requirements.
- Providing end-to- end solution for each requirement.

- Familiar with AGILE methodology.

Education

2013-05 - 2017-07	B.Tech <i>Galgotias College of Engineering And Technology - Gr.Noida</i>
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Certifications

2019-10	Salesforce Certified Marketing Cloud Consultant
2020-02	Salesforce Certified Marketing Cloud Developer
2021-01	Salesforce Certified Marketing Cloud Administrator
2018-09	Salesforce Certified Marketing Cloud Email Specialist