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Salesforce Trailhead Badges:



Trailhead Badges: 367

Super badges: 6

SAGAR SHARAD NAGAVEKAR

Salesforce Certified



OBJECTIVE

I would like to explore the analytical and technical skills that I possess and try to learn as many new aspects as possible by putting efforts and soul into the task given to me.

PROFESSIONAL SUMMARY

- Own end-to-end execution of email campaigns (Journey Builder)
- Content builder - QA all emails, ensuring all links, images, subject lines, and listsegments are accurate
- Create and execute A/B testing to improve the business metrics
- Worked on Marketing Cloud intelligence (Datorama) use cases.
- Pardot: Pardot integrated with Google analytics and worked Pardot projects.
- Experience on creating other Pardot content like forms, form handler, Landing pages, prospect, Automation rules, Campaigns.
- Worked on custom and static Cloud page development with store in DE.
- A Contribute to successful Design and Delivery of SFMC implementations Create Technical Design from Functional Design / Requirement & Work on Journey Builder, Automation, Cloud pages, Email Design, perform configuration customization & Able to troubleshoot with debugging skills e Perform Impact analysis in CRM Marketing Automation domain.

SSC

2005 - 2006

Maharashtra State Board

53.33%

KEY ACHIEVEMENTS

- I have participated in **Salesforce Days Hackathon 2022.**
- First rank at state level Handball competition.
- We have got 16th rank for Kolhapur in all over India Swatch Sarvekshan 2018/19

STRENGTHS

- Self-Disciplined, Confident and Determined
- **Positive Attitude**
- Leadership Quality
- Co-operative and Adaptive Nature
- Good Communication Skills Willing to learn new things

HOBBIES

- Gyming
- Playing Cricket, Football, Handball
- Listening Music
- Collect more knowledge about latest technologies

Technical Skill:

1. AMP Script (Basics)
2. HTML/CSS
3. JavaScript (Basics)

Project: Mount Sinai (Interaction Studio)

Duration: 3 Months.

Team Size: 3

Requirements:

Exit Intent Email Pop-up Use case:

- Based on Pixel, Interaction Studio can sense if user is going to click on browser / tab close button.
- Before he clicks the browser / tab close button, a pop up is render where Marketing content can be shown with email capture wizard. If user saves this data, user details are captured in interaction studio (Converting an Anonymous user to a Known User).
- Benefit: Considerable reduction in Anonymous User count. Enhanced capability to track user (Anonymous) behavior and map user identity across channels.
- As an outcome, known user tracking database can be used for next marketing campaign.

Multisite Implementation Strategy:

- Multiple Domain are configured in one dataset.
- Track user visits details for under event stream.

PERSONAL INFORMATION

- **Father's Name:**
Sharad Nagavekar
- **Marital Status:** Single
- **Date of Birth:** 2nd May 1991
- **Gender:** Male
- **Nationality:** Indian
- **Languages:** English, Hindi, Marathi
- **Address:** Kolhapur.

Interaction Studio Data Dashboard:

- Track anonymous user details with additional enhanced view.
- Tracks Affinities graph based on user interaction.
- Track user visits details for a particular period.
- Track additional details about the user (segment / action details captured based on user's behavior) .
- Tracked viewed item streams such as most recent visit on a product / blog Agents should be able to send response to query via email from the case feed.

Recommended Banner Based on Users Behavior:

- Interaction studio can track user behavior like: Affinity, Page Views and Time spent on a page, Location or Device type.
- Based on this behavioral data, additional rules and segments can be created.
- These segments can be further used in creating a recommended banner campaign.
- Example: If a user has visited Cancer Specialist, then blogs related to Cancer can be recommended to the user in visit / page navigations.
- Benefits:
 - Personalized Blog / Content Targeting based on User Behavior.
 - Increase in user engagement.

Project: Employee Onboarding (Journey Builder)

Client Name: Salesforce.

Duration: 3 Months.

Team Size: 2

1) Employee Onboarding Program:-

- Onboarding Journey with starts when start date is current date.
- Send a welcome email with respective trainings related to role
- Track progress on the onboarding course completion.
- Send an email to Reporting Manager with progress status.

2) Employee Development Path

- Project role/company position to skill set mapping
- Possibility of JB incorporating external sights for recommending any external trainings and courses.
- Possibility to direct a user to the specific point in the learning journey based on what skills/skill he already has and so where he can start to reach to a targeted role
- User directed trigger for the journey builder leading him on the training and development path

Project: BCD Travel Management(Pardot Lightning App)

1) Pardot Health check:

Working on Below Issues:

- Campaign structure issues | Engagement tracking is limited (active campaign)
- Campaign Statistics issues and Managing Subscriptions
- Field audit, Sync Issues -Dropdown values mismatch, Data.
- Email preference center based on Interest.
- Email drag and drop template builder - Ability to create conditional automation rules.

- Simplify double opt-in process.
- Other Features -Reviewing the permissions, Hard Bounce email link missing, Email Template design, Issues on HTML code.

EXPERIENCE:

Duration: July 2021 – Present

Company: **Persistent Systems.**

POST: - **Senior Software Engineer.**

Duration: Jan 2021 – July 2021

Company: **Xerago Analytics.**

POST: - **Salesforce Marketing Cloud Consultant**

Duration: Aug 2019 – May 2020

Company: **DNV.GL**

POST: - **Salesforce Marketing Cloud Consultant**

Duration: July 2018 – July 2019

Company: **Kolhapur Municipal Corporation, Kolhapur**

POST: - **Software Engineer.**

Duration: May 2016 - July 2018

Company: **SLK global solution, Kolhapur**

POST: - **Software Engineer.**

Duration: June 2015 – May 2016

Company: **Heramb Computers, KOP.**

POST: - **Software Engineer.**

DECLARATION

I do hereby declare that the above information is true to the best of my knowledge and belief.

Place: Kolhapur

Date:

Sagar Nagavekar