

CAREER OBJECTIVE

Seeking a position to utilize my skills and abilities in the Information Technology and Consulting Industry that contribute to my professional growth while being resourceful, innovative and flexible for the organization.

PROFESSIONAL SUMMARY

- 4+ years of Salesforce Marketing Cloud experience.
- 1.5 years of PLSQL, Unix and Python experience.
- Currently Working with **Cognizant Technology Solution** as Sr. SFMC Developer.
- Hands on Experience of **SFMC, PLSQL and Python**.
- Have good analytical, interpersonal and communication skills.
- End to end development and maintenance of cross channel marketing campaigns with Salesforce CRM connections.

WORK EXPERIENCE

| Duration | Company | Profile/Designation |
|-----------------------|--------------------------------|---------------------|
| July 2021 – Till date | Cognizant Technology Solutions | Associate |
| Feb. 2017 – June 2021 | Accenture Solutions Pvt. Ltd. | Senior Analyst |

PROGRAMMING SKILLS

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|----------------------------|--|
| Languages | PL/SQL, Python |
| Web Technologies | Amp Script |
| Scripting Languages | Unix shell scripting, SSJS |
| SFMC modules | Email Studio, Mobile Studio, Automation Studio, Journey Builder, Content Builder, Contact Builder, Analytics Builder, Marketing Cloud Connect, API integration |
| IDE / Tools | SFMC, Toad, Microsoft Dynamics 365, Putty, Jupyter Notebook |

ACADEMIC QUALIFICATIONS

Completed Bachelor of Technology in Information Technology from Guru Gobind Singh Indraprastha University batch 2012 to 2016.

ACHIEVEMENTS

- Certified Salesforce Marketing Cloud Email Specialist.
- Certified Salesforce Marketing Cloud Administrator.
- Certified Salesforce Marketing Cloud Developer.

PROJECT DESCRIPTIONS

Sanofi Pharma CRM

The aim of this project is to develop new business regions and implement end-to-end configuration and connection of SFMC with various internal features and external CRM tools as per client's requirement. Overall expansion of Sanofi business markets in SFMC to gradually reduce dependency on Adobe Campaign Standard.

Role and Responsibilities:

- Implementation and Configuration of newly created Business Units and Users.
- Setup automations and journeys for correct inflow and outflow of segmented data between different external tools such as Veeva and Akamai.
- Develop and maintain ongoing marketing campaigns and digital communications.
- End to End implementation of SMS in MobileConnect for execution of multiple features such as URL shortener and OptOut management.
- End to End integration of Salesforce Marketing Cloud with Everest-Validity tool and multiple third parties such as Google Postmaster and Microsoft SNDS for setup of IP reputation monitoring profiles.
- Using Ampscript to create and modify various complex cloud pages according to business needs.
- Creating API packages and leveraging SSJS for various POST API calls to connect with Akamai and Veeva databases.
- Provided investigation for various incidents and follow best practices to deploy the same from Dev to Prod environments.

NewDay Financial Services

The aim of this project is to analyze, develop and maintain Email and SMS marketing campaigns to enhance NewDay customer base while also upgrading the current data warehouse setup for better data quality services.

Role and Responsibilities:

- Cross channel customer engagement strategy, design and development.
- Work closely with client and internal team for complex ideation, development and execution.
- Drive digital best practices across deliverability, email and sms content, standard process, setup, QA and testing.
- Supported team in critical data warehouse migration from Axiom to Nexus, also in turn modifying every affected campaign without any loss of target user.
- Agile based design thinking, retrospective and user centric approach towards the day-to-day work.
- Develop end-to-end marketing automation solution leveraging contact builder, content builder, email and mobile studio, automation studio and journey builder.
- High level usage of already setup Datorama dashboard to fetch reports and provide insights to business users.
- Provided root cause analysis and solution for various critical incidents affecting financial communications to end users.
- Performed various independent quality reviews on new projects and processes.
- Maintained the team dashboard using Jira, track work done of various team members, gather updates and provide on time deliverables as per business needs.

Microsoft Relationship Management

The aim of this project is to develop a relationship to Microsoft product users and keep them engaged and updated about the products via email notification and help them grow their businesses.

Role and Responsibilities:

- Developed and successfully launched various marketing campaigns like Engagement, Acquisition, Nurture, Awareness, AB testing campaigns, etc. for different countries along with GDPR, Russian region and Chinese marketing compliance measures.
- Configuring and personalizing email deliveries to increase user experience and interaction with the end users.
- Worked on Microsoft Dynamics 365 marketing platform and helped client create marketing journeys to support lead generation, strengthen marketing capabilities, and expand sales opportunities across various domains.
- Automated many repetitive and redundant tasks across teams for dynamic reporting needs and to improve quality checks according to the client needs.
- Used Journey Builder, Content Builder and Automation Studio to streamline journeys and marketing campaigns.
- Generated and analyzed reports via Analytics Builder's Reporting feature.
- Provided root cause analysis of the issues faced on Production. While also monitoring the campaigns after go-live.
- Maintain coordination with clients and onshore teams in gathering and analyzing requirements and facilitate designing and development of campaigns.
- Maintained the team dashboard using Workfront, which is required to track work done and coordinated day to day status to onshore.
- Helped in knowledge transfer to onboard new resources in the team.

Pfizer Revenue Management

The aim of the project was to calculate and maintain smooth flow of Sales and Rebate data for North American region as per different health care schemes under life science portfolio.

Role and Responsibilities:

- Responsible for data loading, cleaning and enhancement in processes for faster and accurate results on contracts utilization rebate data which are used for further meaningful usage by the client.
- Maintain smooth flow of data as well as enhance, analyze old processes to get better insights in a critical revenue management department.
- Identify key areas of work and provide a long term, effective and automate solution to reduce manual effort and increase overall efficiency.
- Resolve priority-based incidents and provide permanent fix to them; also develop and document new processes, estimations, test cases, status reports etc.
- Responsible for cleaning and skimming historical data and analyzing trends, which were used to feed the different statistical models and help make better predictions and supports decision making needs of the client.