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Professional Summary

- Having around **3** years of experience with strong technical skills including experience in **Salesforce Marketing Cloud, Web Design & Development and Digital Marketing.**
- Experience in all phases of marketing cloud which includes working on **Journey Builder, Email Studio, Automation Studio Design**, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform
- Created Data Extensions, Data Filters and Filters. Created User Initiated emails.
- Developed **AMP Script** code to implement business requirements by creating Dynamic content.
- Used Automation studio for performing actions such as imports, extracts and SQL query activities. Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation
- Developing and maintaining the front end functionality of **Web Applications.**
- Proficient understanding of web markup, including **HTML5, CSS3, Bootstrap.**
- Experienced in using **Media Queries** for responsive web pages (Mobile Responsive).
- Experienced in **Browser Compatibilities.**
- Coordinating with team members in developing database structure.
- Good Knowledge on **Search Engine Optimization (SEO)**, Google ad words.
- Understanding the client requirements and functionality of the system.
- Ready to explore and learn new technologies

Technical Expertise

Marketing Cloud:	Exact Target, Salesforce.com, Email Studio, Audience Builder, Automation Studio, Content Builder, Journey Builder, Einstein Analytics, Cloud Pages, Contact Builder.
Salesforce Api Tools	Eclipse, Data Loader, ANT, Visual force
Application Software	MS Office, Photoshop, Search Engine Optimization (SEO)
Programming Languages	HTML5, CSS3, AMP Script, JavaScript, Bootstrap, SQL

Experience Summary

- Currently working as a **Salesforce Marketing Cloud Developer in Accenture** (Pay role of **Mindchipps Consulting Pvt Ltd**) Pune.
from January 2019 to till date.

Educational Summary

- **B-Tech (Mechanical Engineering)** from Jawaharlal Nehru Technological University.

Projects **Summary:**

Project: #1

Project Name	EDU-Source.
Client	EDU-Source
Environment	Salesforce.com , HTML5, CSS3, WSDL, SQL, Web Services, SOAP, REST, File Zilla, Post Man
Role	Marketing Cloud Consultant
Role / Responsibilities	Development (Project Duration: Feb 2019 to Dec 2020)

Responsible for this application

- Design and developed 30+ emails a month using Exact Target and Salesforce.
- Configured the customer journeys with the company, worked on Journey Builder, Email Studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
- Conducted A/B testing and did recommendations accordingly.
- Written SQL queries to build targeted audiences & Extract Data.
- Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Experience on cloud pages and web pages.
- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Set up workflows for marketing in ExactTarget which will send out emails based on time intervals

Project: #2

Project Name	Hasbro Toys
Client	HASBRO
Environment	Salesforce.com, , HTML5, CSS3, Data Loader, WSDL, SQL, Web Services, SOAP, REST, File Zilla, Post Man
Role	Marketing Cloud Email Specialist
Role / Responsibilities	Development (Project Duration: Jan 2021 to Till date)

Responsible for this application

- Design and developed 50+ emails a month using Exact Target and Salesforce to meet our various clients and company requirements as per expectations.
- Developed and Maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Experience on Mobile push and Mobile connect.
- Experience on cloud pages and web pages.