Seema Chandrasekhar Bhagat
SFMC Developer

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Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals. Enthusiastic SFMC Developer eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of Marketing Cloud and training in Email studio, Mobile Studio etc. Motivated to learn, grow and excel in Industry.

Work History

SFMC Developer | Capgemini technology limited India
Bangalore - May 2021 - Till

Project: US/ UK Based Gas and Utility Company
from June 2021

- Worked with business process owner to understand their requirements for salesforce Marketing cloud application
- Experience creating Report in Discovery and Datorama.
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Build out Marketing Confidential in Journey Builder and Email & SMS campaigns
- Working on HTML, CSS, and AmpScript to created and update HTML based emails and landing pages.
- Experience deploying new SFMC Business Units into countries/markets. Familiarity with SMS, Email campaigns.
- Develop a and execute of marketing campaign using marketing cloud apps such as Email studio, Automation studio and journey Builder.
- Used HTML, CSS, AmpScript and other technologies to build customized solution that support critical business function.
- Worked flexible hours across night, weekend and holiday shifts.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Experience in working in Agile Methodologies
- Jira, Confluence or other Agile tools

Skills

- HTML , CSS, JavaScript
- SQL
- Salesforce Marketing Cloud / Exacttarget – Email Studio, Mobile studio, Journey builder, Automation studio, contact builder, content builder and Intelligent report/ Datorama
- Agile Methodology
- AmpScript

Education

- **Masters of Computer Application (Aug 2018 - May 2020)**
- **Bachelor of Science (Jul 2015 - Apr 2018)**

Certifications

- Salesforce Marketing Cloud Email Specialist. (April 2022)
- Salesforce Marketing Cloud Admin (Jan 2023)
- Salesforce Marketing Cloud Developer (Feb 2023)
- Salesforce Associate (May 2023)
- Responsive Website Basics: Code with HTML, CSS, and JavaScript by Coursera.(May 2021)
- Agile Methodology by Coursera (July 2021)

I hereby declare that the above particulars of facts and information stated are correct to the best of my belief and knowledge.

Date: 28/04/2023

Place: Bangalore

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