

Saikat Chanda

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SUMMARY

A Salesforce Certified Marketing Cloud expert with excellent knowledge on Digital Marketing Solution implementation across multiple channels. Extensive hands-on experience and understanding of Cross Channel Campaign development with in-depth understanding of platform capabilities. Excellent technical, analytical, problem solving and communication skills.

I have total 9 years of IT experience with 5+ years of Hands on experience on Salesforce Marketing Cloud working across domains likes Healthcare, Insurance, Life Science and Banking Financial Services.

CERTIFICATIONS

- A Salesforce Certified Marketing Cloud Consultant
- A Salesforce Certified Marketing Cloud Developer
- A Salesforce Certified Marketing Cloud Email Specialist
- A Salesforce Certified Pardot Specialist
- A Salesforce Certified marketing Cloud Admin
- Accredited Professional Interaction Studio

EXPERIENCE | SALESFORCE MARKETING CLOUD

- Senior Developer responsible for implementing Marketing Automation Solution using Salesforce Marketing Cloud Platform.
- Hands-on experience and implementation understanding of Cross Channel Campaign Management program with experience on different SFMC modules like Email Studio, Mobile Studio and Web Studio.
- Expertise in Automated marketing execution using Personalization Builder, Automation Studio and Journey Builder across multiple channels.
- Experience in Marketing Cloud integration with Salesforce CRM Ecosystem.
- Experience in Cross-Channel Campaign development using Mobile Connect and Mobile Push.
- SFMC Admin expertise including BU setup, SAP,SSL ,user access and security management.
- Experience in Marketing Cloud integration with 3rd Party Systems using API and Batch integration.
- Experience in lead capture form development using Cloud page and Iframe integration with 3rd party branded websites.
- Expertise in programmatic development using SSJS and Amscript.
- Expertise in Marketing Cloud Soap and REST API.
- Experience in Data modeling for effective implementation of One to Many and Many to Many relationships.
- Experience in Consent Management using DOI strategy and third party consent management tool like OneTrust.
- Experience in Campaign Migration from other Marketing Automation tools like Campaign Monitor, Mail Chimp etc.
- Very good knowledge of Campaign Life Cycle like Strategy, Planning, Design, Development, Testing, Execution and support phases.
- Played key role in terms of project Management(RFP, Timeline, Scope, Estimation, Deliverable, Capabilities etc.).

EXPERIENCE | SFMC INTEGRATION

- Sales Cloud integration via Bulk API for Migrating Subscriber level Tracking data(Data Views) across campaigns from SFMC to SFDC for Auditing and Dashboard feature implementation.
- Experience in Mule Soft SFMC Connector to Integrate MC with Enterprise Systems.
- Data Sync Integration via API call with e-commerce platform Shopify.
- SFMC to Magento e-commerce platform integration for Ingesting Consumer data in MC.
- One Trust Integration with MC for Consent Management.
- Survey Gizmo to SFMC integration.
- Oracle Bronto integration via SOAP API calls.
- Integration with other marketing Tools to Manage un-subscription at Enterprise level.

EXPERIENCE | CUSTOM JOURNEY BUILDER APP DEVELOPMENT

- Whats App Custom Journey Builder App : Send Whats App Message to Contacts from Journey Builder.
- Journey Logger : Map each contact flow within a journey to DE
- Hands on implementation experience in FUEL SDK Node and FUEL SDK Java modules.
- Experience on SFMC installed packages , GIT and Heroku server for App hosting and MC Integration.

WORK EXPERIENCE

Company	Tenure	Position
Ernst & Young GDS	Jan 2021 - Till Date	Lead Consultant
Cognizant	Mar 2018 – Jan 2021	Senior Consultant
Infosys	Sep 2016 – Mar 2018	Technology Analyst
Giesecke & Devrient	Sep 2013- Aug 2016	Software Engineer

EDUCATIONAL QUALIFICATIONS

COURSE/EXAMINATION	INSTITUTION/UNIVERSITY	MONTH/YEAR OF PASSING	PERFORMANCE
PG Diploma	CDAC-ACTS/Pune	July 2013	70.00
B.E	W.B.U.T	July 2012	76.3
HSC	C.I.S.C.E	May 2007	70.04
SSE	C.I.S.C.E	May 2005	78.60%

RESPONSIBILITIES

- Involved in requirement analysis and rapid development of POC.
- Explore and provide suitable solutions for implementation details.
- Cross team collaborations for feature development strategy and provide required Information for SFMC platform.
- Lead a team of 6-8 developers.

PROJECTS UNDERTAKEN

- **MARS** : B2B & B2C Cross channel Marketing Campaign implementation. Integration With e-commerce Platform like Magento and Shopify. Push Notification Custom Journey Builder App implementation for native Android App . Custom Report Implementation as per Business requirement for KPI. Cross team Co-ordination for implementation details. Work in parallel with Business to provide Campaign Strategy. Working as a Technical lead for delivery and implementation. Industry - FMCG.
- **Merck** : B2C Cross Channel Marketing Campaign implementation for MSD Global. Scope included campaign implementation for Sub-Brands under MSD Umbrella across Geo-location. Integration with Salesforce Sales Cloud . Sales Cloud integration via Bulk API for Migrating Subscriber level Tracking data(Data Views) across campaigns from SFMC to SFDC for Auditing. Custom Journey Builder App development for sending Whats App messages to contacts. Implementation of Consent Management feature for Mobile ,Email and Whats App following DOI Strategy and GDPR Guidelines. Worked as a Technical lead for delivery and implementation.
- **Travelers** : B2B & B2C Cross channel Marketing Campaign implementation. Mule soft Connector based Integration to connect upstream systems with MC. Iframe integration of cloud pages with third party branded websites for Lead Generation. Cross team Co-ordination for implementation details. Work in parallel with Business to provide Campaign Strategy. Worked in Sr. Developer role. Industry - Insurance.
- **HSBC** : B2C Cross channel Marketing Campaign implementation for HSBC investment portfolio. Data Sync implementation with Upstream Banking System via API calls for product and Consumer details. Iframe integration of cloud pages with third party branded websites for Lead Generation.

AREAS OF TECHNICAL EXPERTISE

- **Tools & Utilities** Salesforce Marketing Cloud, Salesforce Pardot.
- **Scripting** SSJS, Amscript, Java Script, HTML, XML , Json
- **Technologies and Programming** Java , Spring Boot, Java Script, JQuery, Mule Soft.

AWARDS & ACHIEVEMENTS

- Awarded 'Quarterly Performance Award' multiple times in Giesecke & Devrient , with monetary benefits.
- Quarterly performance award from Infosys.
- Achieved Highest Rating in last year Appraisal Cycle in Cognizant.
- Spot Award from Ernst & Young and multiple Appreciation and gift tokens.

PERSONAL VITAE

- Date of Birth : Feb 08, 1989
- Address : School Road , Annada Park , Birati ,Kol-700051
- Passport : Yes