Shilpa Dasharath Gadekar *Salesforce Marketing Cloud Specialist*

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in https://www.linkedin.com/in/shilpagadekar/

🪪 PROFILE

Salesforce Marketing Cloud Specialist with 5+ years of experience in performing development like email building, creating journeys, running automation and writing SQL queries. Also, 2x certified in Salesforce. Working across verticles including Retail, LifeScience, and HealthCare.

💼 PROFESSIONAL EXPERIENCE

03/2022 – present
Pune, India

Salesforce Marketing Cloud Specialist, *Resilient Worldwide (Wiz Digital Pvt.Ltd)*
- Understanding business requirements and design approach in Marketing Cloud.
- Configured and set up data models (Data Extensions, Shared data extensions, Contact model, Synchronized Data Extensions)
- Created moderate to complex journeys in Journey Builder using various entry sources like Salesforce Data, Data Extension, and API Event.
- Created Dynamic, Personalized Marketing Assets using various Scripting Languages like Amp script, HTML, and CSS.
- Build Marketing Cloud Web Experiences (Data Forms, Landing Page, CustomPreference Pages, Unsubscribe Page)
- Good exposure to Integration of Marketing Cloud with External Sources as well as with the Salesforce Ecosystem.
- Experienced with Advanced SQL and a robust understanding of Marketing Cloud's contact data model.

06/2019 – 02/2022
Pune, India

Sr. Digital Marketing Executive (Email marketing specialist, Salesforce marketing cloud analyst), *Machintel*
- Engaged as an SFMC developer involving email creation.
- Designed and developed solutions on Email Studio and Journey Builder.
- Experienced in building Customer Journeys using Journey Builder.
- Understanding on data extension function and implementation.
- Designed and configured Journeys using activities within Journey Builder and
- launched in the production after thorough testing.
- Created landing pages for data capture.
- Used decision splits and engagement splits to send multiple emails at every stage.
- Created list segmentation for marketing audiences.
- Email design using dynamic content.
- Delivered client's business requirements on time and with accuracy.
- Prepared technical design documents for the end user for easy navigation and access.

01/2018 – 05/2019
Pune, India

Senior Analyst, *FlexiSales Marketing Pvt. Ltd.*
- Built Emails using HTML to send out automated communication to the target audience.
- Created multiple data extensions as per campaigns.
- Prepared technical design documents for the end user for easy navigation and access.

- Project tracking from various industries (IT,Oil and Energy, Insurance, Banking, Financial services, Pharma& Biotechnology etc.)
- International calling all over regions, verify the business contact details using Dialer& CRM tool.

04/2016 – 08/2017
Pune, India

Senior Analyst, *SaleBuild (Ziff Davis)*
- Project tracking from various industries (IT, Oil and Energy, Insurance, Banking, Financial services, Pharma & Biotechnology etc.)
- International calling all over regions, verify the business contact details using Dialer& CRM tool.

CERTIFICATES

Salesforce Certified Marketing Cloud Email Specialist
April 2022 - Present

Salesforce Certified Marketing Cloud Administrator
September 2022 - Present

SKILLS

Journey Builder
Complex Journey's
API Event Management

Interaction Studio
Web Integration
Evergage Launcher
Site Map
Web Template & Campaign

IDE and Tools
IDE and Tools
Postman
STFP Client Application like
WinCSP
FileZilla

Automation Studio
File Import/Export
SQL Activity
Script(SSJS)

Contact Builder
Contact Relationship
Synchronized DE Configuration
Managing Contact

Salesforce Marketing Cloud and CRM Connection

Content Builder
Complex Email Creation
SMS Creation
Template Creation
Interaction Form

Marketing Cloud Languages
Amspcript
SSJS

Project Management
JIRA
Confluence
TFS
Trello

Mobile Studio
Mobile Connect
Administration

Web Services
REST API
SOAP API

EDUCATION

- **Bachelor of Computer Science**, Pune University 2011 –2015
- **H.S.C (Science)**, Maharashtra State Board 2008 – 2010
- **S.S.C,** Maharashtra State Board 1996 – 2008

LANGUAGES

English   Marathi   Hindi