

**Priyanka Garg**  
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I am looking for an opportunity to drive and manage Digital marketing campaigns that gives me scope to leverage on my skills, gives deeper insights into domain knowledge, and help to be build newer skill sets to be able to contribute towards larger organization Success. Strong engineering professional with a Bachelor's degree focused in Information Science. I have a major role of Designing and Developing Marketing Campaigns with an extensive knowledge of Salesforce Marketing Cloud, Adobe Campaign Classic and implementing Digital Marketing solutions to clients. Proficient in administering tools and technologies which are being used in the development of Salesforce Marketing Cloud.

#### **PROFILE SUMMARY**

- Professional Experience of 4 years and expertise in Salesforce MarketingCloud.
- Skilled in setting up end to end Email, SMS and Push Notification Campaigns in Salesforce Marketing Cloud.
- Expertise in developing the Cloud Pages on Web Studio.
- Experience in Web Content Development, Digital Marketing, Event Webpage Creation Management, Market Strategy and Reporting.
- My strengths are hardworking, innovative thinking and Positive Attitude.

#### **ORGANISATIONAL EXPERIENCE**

**Deloitte**

**since Oct'2021 – Present**

**Role:** Analyst

**Core activities and Responsibilities:**

#### **PROJECTS-**

##### **1- Pharmaceutical Project on Salesforce Marketing Cloud-**

- Worked on Salesforce Email Studio and Automation Studio to create Emails Templates along with Journey Builder to build the Email flow.
- Worked on setting up various customer journeys based on critical business scenarios.
- Worked on building end-to-end campaigns that involves different touchpoints - Emails, Push etc.
- Worked on some complex SQL queries related to ongoing campaigns and that reference I can take in the future campaigns development as well.
- Worked on email template setup, BU management, building automations etc.
- Configuring required data extension, email contents and dynamic content.
- Implementation of journey in journey builder and automation in automation studio as per business requirement.
- Using of Amp script to pull data into the data extension, segmenting and targeting the audience.
- Worked on journey based architecture diagram which contains the configuration of customer's step by step towards lead conversation.

**Customer Centria**

**since July'2019 – Sep'2021**

**Role:** Solutions Consultant

**Core activities and Responsibilities:**

#### **PROJECTS-**

##### **1- Banking Project on Salesforce Marketing Cloud-**

- Worked on Salesforce Email Studio and Mobile Studio to create Emails Templates, SMS and Push Notifications.
- Part of a team handling Email Marketing project in Salesforce Marketing Cloud.
- Good hands on experience in Email Studio, A/B Testing, Journey Builder, Automation Studio, Triggered Sends and Reporting, Push Notifications and SMS Campaigns.
- Email Dynamic Content, AMPScript, Testing and Debugging the issues in the Production.
- SQL Queries for Data Segmentation and List pulls as per the requirement.
- Worked on end to end Campaign Journeys setup.
- Creation of campaigns using Dynamic and AMP scripting.

- Create and present weekly, monthly, quarterly & half-yearly reports to stakeholders.
- Responsible to participate in UATs and gain approval from the client team.
- Responsible to create and share Blueprint documents with the Client.
- Participated to provide SFMC training to the resources.

## **2- Financial Project on Salesforce Marketing Cloud -**

- Managing subscriber data, import and segmentation using a combination of Salesforce Confidential tools and database queries.
- Responsible for technical co-ordination including email QA in html, writing SQL query and AmpScript logic and leveraging assets to build and deploy email campaigns
- Used Journey builder in running more than 70 different campaigns along with Automation Studio and Contact Builder
- Collaborating with members of the project team and business owners to design, develop, unit test, and provide post-release support.
- Design advanced reports, dashboards, and portals in Confidential and other business intelligence tools.
- Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.
- To Monitor the campaign post-deployment to validate completion
- Prepare customer assets for hand off to other team members
- Leverage AMPScript to automate email sending processes.
- Enabling dynamic content management and personalization using AMPScript
- Track campaign metrics including, sends, click through rates, and other measures using both exact Confidential and google analytics along with Excel; building dashboards to present analytics to company stakeholders.

## **CERTIFICATIONS AND TRAINING**

### **CERTIFICATES-**

- Salesforce Certified Marketing Cloud Email Specialist.
- Salesforce Certified Marketing Cloud Administrator.
- Salesforce Certified Marketing Cloud Consultant.
- Salesforce Certified Marketing Cloud Developer.
- Adobe Campaign Classic Business Practitioner (ACC BP)

### **TRAININGS-**

- Training attended for Salesforce Marketing Cloud tool.
- 50 Salesforce Badges on Salesforce Trailhead.

## **ACADEMIC ACHIEVEMENTS**

<b>Graduation</b>	B.Tech. (70%)	Dr. APJ Abdul Kalam Technical University
<b>Senior Secondary (XII)</b>	69.3% in Aggregate	C.B.S.E
<b>Secondary (X)</b>	83.5% Aggregate	C.B.S.E

## **PERSONAL DETAILS**

Date of Birth : 29th Sep, 1997  
 Current Address: English & Hindi  
 Languages Known: Gurugram