



Rajesh Sial

Salesforce Marketing Cloud Project Manager / Campaign Lead



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OBJECTIVE

Seeking for a challenging and rewarding position where I can use my skills to explore the new areas and work in a dynamic stable organization.



PROFESSIONAL SKILLS

SALESFORCE MARKETING CLOUD(SFMC): Salesforce Marketing Cloud Key Modules Email Studio, Automation Studio, Journey Builder, Content Builder, Data Extensions, HTML, SQL, Ampscript, Javascript

Marketo: Segmentation, list acquisition/import, data cleansing, event capture, lead management etc, Creating Smart Campaigns, Smart Lists, Programs, & Scheduling the Batch Campaigns, Trigger Campaigns

Google Adwords: Leads, Traffic Acquisition, Keyword Research, Planner and Creating Ads Search, Display and Smart Campaigns using Google Adwords.

SEO: Website Auditing, On-page optimization, Off-page optimization, Content Optimization, Reports of work Schedules.

Campaign: Creating Relevant concept, Developing Content, Global Site Tag Code, Snippet Codes, Placing Codes in Website for Conversion Tracking.

Social Media Marketing: Posting on Social Media Channels, Optimization and Marketing, Running campaigns and Scheduling posts using Buffer, Clicktill Cloud Platform.



DIGITAL MARKETING TOOLS

Salesforce Marketing Cloud(SFMC), Marketo (Adobe Tool), JIRA (Project Management Tool), App Box Location, Litmus, Buffer, Google Adwords, Facebook Business Suite, WhatsApp WATI, Acquisio(AI-Based PPC Management Tool), Google Analytics.



WORK EXPERIENCE

Company: Genetrix Technology (Startup)

Role: Project Manager Salesforce Marketing Cloud

Duration : Feb-2023 till Date (Project Contract coming to an end)

Roles and Responsibilities:

- Worked for Client Hapi MC Cloud Services on Email Template Development, RFP Forms building, QA
- 1Hotels Properties (Treehouse, Bacarrat, South Beach, Central Park, West Hollywood etc) Built Loyalty Member Emails, Automations, Journeys, Filtered Data Extensions, PPT's for Blogs
- Team Management, Work & Ticket Updates, Client Meetings, Conducting Training Session for Onshore

Tools: Salesforce Marketing Cloud(SFMC), JIRA (Project Management Tool), App Box Location, Litmus

Company: Capgemini

Role: Senior Consultant Salesforce Marketing Cloud

Duration : Sep-2022 to March 27-2023

Roles and Responsibilities:

- Responsible for working on Devry Project in SFMC for building Journey Architecture for LDA (Last date of Attendance) & Automation changes as per Business Requirement.
- Worked on Adobe Analytics for Internal Project of Customer Journey Management where I integrated AEP with AEM and understand the underlying implementation principles needed for proper customer journey data in Adobe Analytics.

Company: Indegene

Role: Salesforce Marketing Cloud Developer / Campaign Lead

Duration : May 2021 till Sep-2022

Roles and Responsibilities:

- As a Campaign Lead responsible for the overall campaign build Deployment of Campaigns building, testing Campaign, Automation (Waterfall Count) & Journey builder (Deployment)
- Experience in Journey builder, Automation studio, Email Studio, Datorama Reports
- Working on HOE, RTE (Home office Emails, Rep Triggered Emails for Business units like (Jakafi HCP, Pemazyre) & Working on Data Integrations Requests PGP Encryption, SFTP, Records Reprocessing
- Lead on Imp Client Projects of Event Triggered Journeys MORE/REACT , PROACT & Working knowledge of SQL
- Working knowledge & Experience in front end development (HTML, Ampscript, Javascript)
- Experience on tools such as Litmus for Quality Assurance

Tools: Salesforce Marketing Cloud(SFMC), JIRA (Project Management Tool), App Box Location, Litmus

Company: Warrous / Digital Ready

Role: Digital Marketing Manager

Duration : June-2020 to April 2021

Roles and Responsibilities:

- Segmentation of Data on Clicktel Garage Hub CRM Application for Email, SMS Campaigns.
- Using Acquisio AI Based PPC Management Tool to Synchronize the Google Adwords & Social Media & Generating the Reports.
- Facebook Pixel Code : Page View, Lead Purchase, Complete Registration, Automate Advance Matching, Eventsetup tool, Conversion API
- Managing & Creating Campaigns, Ad groups, Ads, Search, Display, Complete Optimization
- Google Tag Manager / Analytics: Tags, Triggers, Global Site Tag Code, Website Analysis, Tracking, Reporting and Analysis of Performance.

Tools: Buffer, Google Adwords , Facebook Business Suite, WhatsApp WATI, Acquisio(AI-Based PPC Management Tool), Google Analytics.

Company: TADigital

Designation: Senior Executive

Duration: December-2016 to June 2020

Roles and Responsibilities:

- Experience with email and/or marketing automation software (Salesforce Marketing Cloud)
- Configure Journey Builder, Email Segmentation, A/B Testing and Automation Studio
- **Using Marketo:** Oversee database management – Segmentation, list acquisition/import,, event capture, lead management etc
- Reports Generated Revenue Cycle Analytics, Revenue Explorer, Opportunity Influence Analyzer
- Creating Smart Campaigns, Smart Lists, Programs, & Scheduling the Batch Campaigns, Trigger Campaigns
- Salesforce, CRM synchronization with Marketo, Lead Model Lifecycle, Creating Leads, Contact Fields, Security Access.

Company: Talent Logics, Intone Networks

Designation: Sr US IT Consultant / Staffing Manager

Duration1: Feb 2015 to July 2016

Duration2: Sep 2016 to Nov 2016

Roles and Responsibilities:

- Worked as Senior Consultant for US Process
- Sainex Application (Database Repository)

Company: Broadridge Financial Solutions

Designation: Senior Software Financial Analyst

Duration: From Sep 2013 to Sep 2014

Roles and Responsibilities:

- Worked on WebApp servers like Connect enterprise, SFTP, FTP, SharePoint.
- Technology and Framework: -Mainframes, Firewall remedy

Company: Insync Software(Orbicomm)

Designation: Application / Technical Support Engineer

Duration: From July 2012 to Sep 2013

Roles and Responsibilities:

- Experience on RFID Testing, Worked on Sensor net & Sentry services Applications. Worked on Handheld devices for Testing Cylindrical Hoses. Barcode Tracking system.



ACADEMIC QUALIFICATION

B.TECH - Information Technology (2012)

University: RTMNU



STRENGTHS

- Self Motivated
- Time Management
- Passionate to do Well in Salesforce Marketing Cloud Automation.