

Prashant Kumar Singh

✉ Prashantkumarsingh9615@gmail.com

☎ +91 8971628507

Summary

- Overall 4.5 years of experience in Salesforce Marketing Cloud.
- Currently working with Capgemini India as Salesforce marketing Cloud Consultant.
- Worked with Cognizant India as Salesforce marketing Cloud Developer.
- Hands on experience in all phases of Software Development Life Cycle (SDLC).
- Excellent Communication and Inter-personal skills, flexible and versatile to new environments, self-motivated a good team player and have worked in multicultural environment.
- Extensive involvement in all stages of application development life cycle including requirements, design, development, unit testing, implementation and creating development documents.

Experience



Consultant

Sept 2021- Present

Capgemini

Role

- Handling multiple CRM Campaigns from End to End
- Using postman to perform integration testing with Marketing Cloud APIs. Working with Marketing Cloud Connect to integrate with service cloud. Integrating SFMC with system using APIs
- Sharing marketing cloud best practices with customers
- Responding to customer calls and queries in a timely manner
- Meeting with clients to understand their business process in Marketing cloud and provide suggestions
- Responsible for end-to-end execution of campaigns
- Audience segmentation for multiple campaigns as per the requirement. Leading developers to deploy error free campaigns Reporting specific to customer needs



Associate Cognizant

March 2018- Sept 21

Role

- Worked in enhancement for SFMC platform in Insurance domain with deep understanding of administration work, automation studio, platform functionalities, campaign design and possess good skills in best practices of Email Marketing. Apart from enhancement, I have given support in terms of functionality and technicality.
- Worked in a development project for Insurance domain where I had extensive hands-on experience and implementation understanding on different SFMC modules like Email Studio, Web Studio, Automation Studio, Journey Builder, Contact Delivery management, User access and Security management etc.
- Develop different Email templates for implementation of dynamic email marketing program using AMP Script, HTML and CSS.
- Experience of working in the complete End to End Email Marketing process involving development, testing, Subscriber Segmentation and Deployment.
- Good knowledge and hands on experience as salesforce admin role.
- Development and creation of custom fields, page layouts, workflows, validation rules, approval processes, reports and dashboards within Salesforce.
- Development and creation of different Custom objects and Restrict Data Access with Field-Level Security, Permission Sets, and Sharing Settings within Salesforce to meet the needs of the business.
- Assigning Roles/ Profiles to ensure optimal data access and security.
- Loading and extracting data into Salesforce related objects using Data loader.

Education



Qualification	College/University	Result	Year of Passing
B.Tech(Electronics and Communication Engineering)	B.P.U.T	7.6 CGPA	2017
HSC	BSEB	77%	2013
SSC	CBSE	9.6(CGPA)	2011

Skills



- Salesforce(SFDC admin and Salesforce marketing cloud development)
- Customer Relationship Management (CRM)
- Email studio
- Web studio
- Automation Studio
- Journey Builder
- Contact Builder
- Amscript, HTML and CSS
- Cloud pages
- Report in SFMC
- SQL and SSJS

Certifications

Salesforce Certified Administrator (ADM 201).

Salesforce Marketing cloud Email Specialist

Earned more than 50k points in Salesforce Trailhead.

PROJECT PROFILE:

Project# 1:

Project Title	Vanguard-Financial Services
Duration	October 2021 - Present
Location	Offshore - Pune
Technology & Testing Landscape	SFMC, Everest,Return path, Adobe Workfront, Adobe Dreamviewer,JIRA.

ROLES AND RESPONSIBILITIES IN THE PROJECT

- Worked on administrative operations such as managing business unit, creating custom roles and users.
- Creating Emails with personalization and AMPscript adobe Dreamviewer.
- Working on email content using dynamic content block,HTML block and image block.
- Performing Deployment review and Quality checks for different campaigns.
- Created different Data extensions and list and associated them to different campaigns .
- Working on HTML, CSS, Amp Script to update HTML based emails and landing pages.
- Worked on automation studio for performing actions such as import, extract, and SQL query activities
- Created complex journeys and implemented marketing campaigns using marketing cloud tools like journey builder, Email studio and automation studio.
- Working on cloud pages and integration using Rest API.
- Working with Marketing Cloud Connect to integrate with service cloud. Integrating SFMC with system using APIs
- Involve in the SDLC phases like Requirement Analysis, Implementation and estimating the time-lines for the project.
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign
- Gained wide experience in Agile Methodology.

Project# 2:

Project Title	Voya Financials
Duration	June 2019 - Present
Location	Offshore - Kolkata
Technology & Testing Landscape	SFDC, HP ALM, SOQL, Version One

ROLES AND RESPONSIBILITIES IN THE PROJECT

- Worked on administrative operations such as managing business unit, creating custom roles and users.
- Created different Data extensions and associated them to different campaigns .
- Working on HTML, CSS, Amp Script to update HTML based emails and landing pages.
- Worked on cloud pages in SFMC to take the user input(Survey pages) and capturing the survey response into the data extension using amscript.
- Incorporated amscript in cloud pages and emails for personalization.
- Worked on automation studio for performing actions such as import, extract, and SQL query activities
- Created journeys and implemented marketing campaigns using marketing cloud tools like journey builder, Email studio and automation studio.
- Generated different Emails and performed Testing in SFMC application..
- Involve in the SDLC phases like Requirement Analysis, Implementation and estimating the time-lines for the project.
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaign
- Gained wide experience in Agile Methodology.

Project# 3:

Project Title	Merck Commercial Centre, France
Duration	May2018- June2019
Location	Offshore - Kolkata
Technology	SFDC,Sales cloud

ROLES AND RESPONSIBILITIES IN THE PROJECT:

- Development and creation of custom fields, page layouts, workflows, validation rules, approval processes, reports and dashboards within Salesforce.
- Development and creation of different Custom objects.
- Restrict Data Access with Field-Level Security, Permission Sets, and Sharing Settings within Salesforce to meet the needs of the business.
- Assigning Roles/ Profiles to ensure optimal data access and security.
- Loading and extracting data into Salesforce related objects using Data loader.
- Administers overall setup, configuration and maintenance of the Salesforce.com platform for the various divisions
- Participates in cross-functional agile team that address strategic business issues involving CRM
- Participates in monthly development sprint including design documentation and testing

Personal Details:

Date of Birth	15th Sept 1996
Nationality	Indian
PAN No.	FHBPS8034K

Declaration

I hereby declare that the above written particulars are true to best of my knowledge and belief.

Prashant Kumar Singh