

# SADDAM PATEL

## FRONT-END/SFMC DEVELOPER

Innovative Frontend / SFMC (Salesforce) developer with 6 years of experience building and maintaining responsive websites and products. Proficient in leveraging various studios and builders on the SFMC platform for running marketing campaigns. Studios: email, web, mobile, etc. Builders—Journey, Contact, Audience, Content, etc.



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## WORK EXPERIENCE

### SOFTWARE ENGINEER (SALESFORCE ) CGI Inc.

04/2021 - Present

Bengaluru, Karnataka, India

#### Achievements/Tasks

- Proficient in leveraging various studios and builders on the SFMC platform for running marketing campaigns. Studios: email, web, mobile, etc. Builders—Journey, Contact, Audience, Content, etc.
- Deep hands-on understanding of SFMC's data extension architecture and integration capabilities.
- Participates in the design, development, and implementation of Marketing Cloud's activities, system programming, and data extension capabilities.
- Worked as part of Marketing Cloud for advanced dynamic content in emails, landing pages, SMS, push messages, and data extensions.
- Collaborate with business analysts and lead the team to align possible solutions with business requirements.
- Provide creative solutions that solve our business and technical problems.
- Good knowledge of architecture patterns for security, data, and applications
- Digital Marketing domain.

### SENIOR UI DEVELOPER NetConnect Global

09/2020 - 04/2021

Bengaluru, Karnataka, India

#### Achievements/Tasks

- Worked as part of the front end team to develop the SAP( service assurance profile) application, designing, developing, and testing the application using React JS and Angular 7.
- Use of JIRA to assign and manage tasks, defects, and backlog Understand sprint-release cycles.
- Advanced knowledge of Agile best practices, including project workflow, site deployment and release practices/scheduling.
- Skilled at understanding business requirement and converting it to functional and estimating development effort for the same based on complexity.

### UI DEVELOPER EY India (Ernst & Young)

05/2019 - 06/2020

Bengaluru, Karnataka, India

#### Achievements/Tasks

- Worked as part of the front end team to develop web application, design and developing and testing application using Angular 2+ framework in conjunction with Angular Material CSS framework and React js.
- Well experienced in preparing html5 pages styling then using CSS3 and adding behavior to the same using javascript.
- Executed and contributed to full-stack web development projects, with an emphasis on front end features, browser manipulation, and cross-browser compatibility.

## SKILLS

SFMC

Bootstrap

HTML5/CSS3

JavaScript

AMPscript

Marketing Cloud

Email Marketing

Salesforce

Responsive Web Design

Angular 7+

Angular Material

JQuery

Agile

ReactJS

## PERSONAL PROJECTS

Data Security using RSA algorithm (07/2015 – 12/2016)

- We are using the RSA algorithm to encrypt the data. User data is encrypted first and stored in a database; when data is required, the user requests through an interface, and data is retrieved from the database.

Book Searching (10/2015 – 04/2016)

- It's a Project which is used for searching a book by its title and by its author name.

## EDUCATION

### MCA

National Institute of Technology,Kurukshetra

07/2014 - 06/2017

Kurukshetra, HR, India

CGPA

- 6.6219

### BCA

Makhanlal Chaturvedi University, Bhopal

07/2011 - 05/2014

Bhopal, MP, India

Percentage

- 65.03%

## ACHIEVEMENTS

Bronze Award

I have won the Bronze award for excellent work for CGI.

Working Committee Member

Member of PG Club Confluence'16 at NIT Kurukshetra (2016), Member of Runner up Cricket Team at District level (2012),NCC 'A' Grade Certificate (2011),Industrial Training at Ujjain Engineering College (2011),NCC Annual Training camp (2010)

## QUALITIES

Problem Solving, Punctual, Team Player, Affable Future Focused, Adaptability, Efficient

## INTERESTS

Playing & Watching Cricket

Listening to Music

Reading Newspaper

Entertainment