

# PRAVIN NAGAWADE *SFMC Developer*

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## Summary:

- 2+ years of professional experience in Salesforce Marketing Cloud (SFMC).
- Hand on experience on Journey Builder, Automation Studio, Email Studio, Web Studio, Mobile Studio, Contact Builder, Audience Builder, Content Builder, API's, Package Manager, Campaign management in SFMC.
- Practical knowledge about Email studio. Maintaining subscriber database in data extensions and lists, analysis of email sends tracking information, designing emails and content blocks.
- Profound knowledge of Integration of Marketing cloud and Sales cloud. Syncing data between the two clouds, creating import activities for reports and objects.
- Worked with triggered sends and automations. Creating activities to query data, to import files in the system and to extract various information from the Marketing Cloud.
- Exposure in using and designing landing pages and web forms. Using smart capture to create interactive web pages, designing form on-submit options.
- Supporting issue related to Reply Mail Management, sender profile, profile Centre.
- Brief knowledge about Journey Builder, Mobile Connect, Social Studio and Advertising Studio.

## Work Experience:

### 1. Wipro Limited

**Designation:** Associate Consultant

**Period:** 15 April 2021 – Present

#### **Project 1 – Diageo**

##### **Responsibilities –**

- Worked for Diageo project as a SFMC Developer
- Create, Implement, and update Automations, Journey Builder, Audience builder, Contact Builder.
- Setup a new BU with complete configuration in SFMC Account
- Create emails, landing pages, Subscription pages, targeted lists, Data Extension, A/B tests.
- Create Lists, Sender and Delivery profiles, Reply Mail Management.
- Writing and debugging SQL statements. Optimize metrics like opens, clicks and bounce rates.
- Created Audience Segments using Treasure Data CDP application.
- Migrate Automations, Journeys, Emails etc. from one BU to another using Package Manager.

#### **Project 2 – Atlantis**

##### **Responsibilities –**

- Worked for Atlantis project as a SFMC Developer / Support Engineer
- Handle all custom requirements of client like changes in Automations, Journeys, Email & SMS campaigns, reports and other changes.

- Creating Template based Emails, Templates and content using HTML, CSS & AMP Script for a multilingual email campaign.
- Developed, validate, and tested a journey's using journey builder.
- Write Automations using Automation Studio for campaigns.
- Worked on Content Builder and Contact Builder

### **Project 3 – Triumph International**

#### **2. Mediawide Labs Pvt Ltd**

**Designation:** Digital Marketing Specialist

**Period:** 4 March 2019 – 16 Oct 2020

#### **3. eNyota Learning Pvt Ltd**

**Designation:** Digital Marketing Specialist

**Period:** 4 April 2016 – 26 Oct 2018

#### **4. Allied Analytics LLP**

**Designation:** Digital Marketing Specialist – Team Lead

**Period:** 11 May 2015 – 18 March 2016

#### **5. Promiron Technologies**

**Designation:** SEO Analyst

**Period:** 3 March 2014 – 30 April 2015

#### **6. Strata Enterprise Solutions**

**Designation:** Jr SEO Executive

**Period:** 20 Sept 2012 – 17 Sept 2013

### **Technical Skills:**

- Salesforce Marketing Cloud (SFMC) - Email Studio, Audience Builder, Automation Studio, Social Studio, Journey Builder, Content Builder, Contact Builder, Web Studio, Package Manager etc.
- Marketing Cloud Intelligence (Datorama)
- Salesforce CDP
- Pardot
- Programming Languages – HTML, CSS, AMP Script, SQL

### **Certifications:**

- Salesforce Marketing Cloud Consultant
- Salesforce Marketing Cloud Admin Certification
- Salesforce Marketing Cloud Email Specialist Certification
- Salesforce Platform Developer (PD1) Certification

### **Education Background:**

- MSc Computer Science from Pune University 2012
- BSc Computer Science from Pune University 2010
- HSC from Maharashtra Board 2007
- SSC from Maharashtra Board 2005

### **Personal Details:**

<b>Name</b>	-	Pravin Vilasrao Nagawade
<b>Date of Birth</b>	-	13 <sup>th</sup> December 1988
<b>Permanent Address</b>	-	At Post Babhulsar BK, Tal- Shirur, Dist - Pune, Pin – 412211.