

Sachin Jogi

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Target: SFMC Dev., Admin, Consultant Roles

4.5 years of strong experience in handling most of the modules in SFMC. Extensive experience in creating campaigns using Automation Studio and Journey Builder, Experience in developing the Ampscript, SSJS codes and SQL queries, Experience working on SFMC connector and configuring it with Salesforce Clouds and integrating other third party applications with SFMC. Troubleshooting experience with regard to Marketing cloud normal, journey, trigger, and user initiated sends. Strong understanding in Business goals and transfer technical and non-technical information to and from clients, Self-motivating and flexible enough to adapt new environments. Strong Organizational and Interpersonal competencies along with detail-oriented and problem solving skills in technology arena.

Salesforce Marketing Cloud implementation for Healthcare customer based out of US

- Creating Health check process for automation using SSJS.
- Developing double opt in process using transactional API through SMS.
- Creating dynamic sender profiles in Marketing Cloud.
- Designing and creating Triggered send and User initiated send campaigns.
- Testing triggered send campaigns by using SOAP UI tool.
- Performing QA for several campaigns using Q-test tool.

Salesforce Marketing Cloud development for an E- Commerce customer based out of UK

- Setting up Transactional Send API in Marketing Cloud.
- Integrating Mule soft with Marketing Cloud.
- Creating Transactional Journeys, Trigger send and Automations.
- Finding the issue with different subscriber keys used to send out emails.
- Investigating MC connect for proper syncing.

Salesforce Marketing Cloud development for Gaming Portal E-commerce customer

- Gathering business requirements for a new campaign from the client.
- Writing SQL to gather and segregate data as per requirement.
- Creating Automations for importing and exporting data from MC.
- Creating dynamic email by using Ampscript.
- Setting up FTP client with Marketing Cloud.

Salesforce Marketing Cloud Consultant for reputed Amusement Company based out of US

- Preparing inventories for Automations and DE's.
- Investigating the functionalities to find the glitch and rectifying it.
- Gathering requirements from business to design campaigns.
- Setting up transactional communication process.
- Resolving duplication issue by mapping records to one subscriber key.

Salesforce Marketing Cloud development for Pharmaceutical Company based out of Malaysia

- Integrating CRM with Marketing Cloud.
- Writing SQL to create master DE's and creating share DE's.
- Setting up 7 different BU's with appropriate data to run Campaigns.
- Installing packages and setting up API's for accessing end points.
- Performing QA for end to end data flow in and out of MC.

Certifications

- ✓ Salesforce Marketing Cloud Email Specialist
- ✓ Salesforce Marketing Cloud Administrator
- ✓ Salesforce Marketing Cloud Developer
- ✓ Salesforce Pardot Specialist

Key Credentials

Programming Languages

- ✓ Ampscript
- ✓ SSJS
- ✓ API
- ✓ HTML
- ✓ CSS

Integrations

- ✓ Salesforce CRM clouds
- ✓ Mulesoft
- ✓ FTP
- ✓ Third Party Applications

Salesforce Modules

- ✓ Email Studio
- ✓ Automation Studio
- ✓ Journey Builder
- ✓ Contact Builder
- ✓ Content Builder
- ✓ Web Studio
- ✓ Interaction Studio