



Rohit Kumar Jadhav

Salesforce Marketing Cloud Developer

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📍 Pune, Maharashtra

📅 03 Nov 1994

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in Rohit Jadhav

certified Salesforce Marketing Cloud expert with a demonstrated history of working in the marketing automation industry. Skilled in Salesforce Marketing Cloud, Marketing Automation, and Journey Builders. strong business development professional with a strong technical background.

Professional Experience

Salesforce Marketing Cloud Developer

Jan 2020 – present

SwiftWIN Technologies LLP

Pune

- Developing and maintaining large volumes of deadline-driven email campaigns and assets management of email channel calendar and direct mail
- Manage database and client data by working alongside with client data automation team on a day-to-day basis.
- Validate the emails to meet visual and technical specs, including dynamic content and live text codes.
- Salesforce Email Deployment, Data load & Redirect Path testing.
- Working with content builder, Automation studio.
- Automate Email proof sending to stakeholders for approval.
- Maintaining the issues in the Jira.
- Created many Data extensions to accommodate custom scenarios. Configure and construct journeys like loyalty and re-engagement programmes, abandoned cart journeys, and more with Journey Builder.
- Automated the import, extract, and Query(SQL) activity using Automation Studio.
- Enabling the management and customization of dynamic content By using the AMPscript.
- Used AMPscripting to get/use data from Data Extensions to use in the email/Cloudpage.
- Used API in order to invoke triggers and create redundant data.
- A variety of custom pages have been developed using SSJS and AMPscript for different scenarios that include finding data extensions, uploading multiple images, retrieving and updating data in data extensions, form validation, unsubscribing pages, converting subscription status from Held to Active, and many others.
- Conversion Tracking use case implemented to track revenue generated by email sent from SFMC.
- I used Ampscript to retrieve data from Salesforce CRM and to insert data into Salesforce CRM from the Marketing Cloud.
- Responsible for managing / create automation used for sending emails to subscriber.
- I am responsible for providing the count based on different segments using SQL and Data filters, and getting the approval from the client for the provided count.

Education

Bachelor Of Enginnering

UCOER

2018

Pune

Diploma In Computer

ESSP

2015

Pune

HSC

Shivaji Maratha College

2012

Pune

SSC

Pr. Dr. N.K Gharpure Prashala,

2010

Pune

Skills

- AMPScript
- SSJS
- SQL
- Automation
- Journey Builder
- Javascript, JQuery
- HTML,CSS

Languages

- English
- Hindi
- Marathi

Certificates

- Salesforce Certified Marketing Cloud Email Specialist [↗](#)
- Salesforce Certified Marketing Cloud Administrator [↗](#)
- Salesforce Certified Marketing Cloud Developer [↗](#)

Awards

Performer of the Quarter