

PRADEEP TIWARI

Email - pradeeptiwari08@gmail.com Mob - +91-7406282038

LinkedIn - <https://www.linkedin.com/in/pradeeptiwari08>

To seek diverse and challenging Salesforce engagements as Salesforce Marketing Cloud Solution Architect.

SUMMARY

- Multi-certified seasoned professional with 12+ years of IT experience with 9+ years of experience in Salesforce Marketing Cloud Implementation & Managed Services as Solution Architect.
- Expert with Salesforce CDP (Customer Data Platform) and Salesforce Interaction Studio platforms to deliver complex solution in various functional domains.
- Extensive Consulting experience as Solution Architect, designing architecture and leading multiple Digital Transformation projects.

CERTIFICATIONS

- Salesforce certified Marketing Cloud Consultant
- Salesforce certified Marketing Cloud Developer
- Salesforce certified Marketing Cloud Admin
- Salesforce certified Marketing Cloud Email Specialist
- Salesforce certified Accredited CDP Professional
- Salesforce certified Accredited Interaction Studio Professional

EXPERIENCE

SEPT 2021– TILL DATE

ASSOCIATE MANAGER, ACCENTURE INDIA, BANGALORE

- Managed team of 10 Salesforce CDP professionals (developers, BA & Testers) delivering multi-phase Salesforce CDP solution for high profile Healthcare & Life science customers in US geo
- Designed Salesforce CDP & Interaction Studio solutions for Europe based Pharma client
- Lead offshore delivery and Salesforce Marketing Cloud implementation for Canada based client

MAR 2021 – SEPT 2021

ASSOCIATE MANAGER, NAGARRO INDIA, BANGALORE

- Worked as Marketing Cloud Expert helping Onshore team in designing Salesforce Marketing Cloud Solution stack – Salesforce CDP, Interaction Studio, Email Studio, Journey Builder, Cloud- pages, Automation.

FEB 2018 – FEB 2021

MANAGER, EY GDS INDIA, BANGALORE

- Worked as Marketing Cloud Consultant in designing Salesforce Marketing Cloud Solution stack – Email Studio, Journey Builder, Cloud- pages, Automation & related technology.
- Implemented Salesforce Einstein product suite in conjunction with Salesforce Marketing Cloud for US based tech customer.

OCT 2017 – JAN 2018

SALESFORCE CONSULTANT, PROGAMATIC INDIA, BANGALORE

- Worked as solution consultant, helping customers with Salesforce Sales Cloud & Marketing Cloud implementation and professional services.

JUNE 2016 – OCT 2017

CONSULTANT, ADOBE INDIA, BANGALORE

- Worked as campaign consultant, helping customers with Adobe Campaign Manager implementation, professional services, and support.

MAY 2015 – JUNE 2016

MODULE LEAD, TECH MAHINDRA, INDIA, BANGALORE

- Worked with customers on the Salesforce CRM solutions – Explained technical capabilities and business benefits of solutions to the customer from engineering level to senior executives.

OCT 2013 – MAY 2015

CONSULTANT, COGNIZANT INDIA, BANGALORE

- Worked closely with Business Users to enable business processes using SFDC/SFMC and experience in analyzing technical challenges with excellent teamwork and client facing skills.
- Delivered Salesforce Marketing Cloud solution for Netherland based Healthcare customers.

MAR 2010 – OCT 2013

CONSULTANT, CAP GEMINI INDIA, BANGALORE

- Worked as Consultant on multiple Salesforce CRM & Marketing Cloud Implementation for different domains – Telecom, Fleet, Insurance & Infrastructure.

EDUCATION

2006-2009

MCA, GOLGOTIA INSTITUTE OF MANAGEMENT & TECHNOLOGY, U.P.T.U, INDIA.

Completed MCA with Honors – 76.3%

SKILLS

- Salesforce CDP - Data Ingestion – Salesforce CRM, Marketing Cloud, S3 bucket
Salesforce CDP - Data Modeling – Standard Bundle, Custom Objects
Salesforce CDP - Identity Resolution, Segmentation & Activation
- Salesforce interaction Studio – Site Map, Campaigns, Id Resolution
- Web Technologies – HTML/CSS/Java Script
- Salesforce CRM – Sales Cloud
- Salesforce CRM – Service Cloud
- Salesforce Einstein
- Salesforce Marketing Cloud - Solution design and architecture
- Salesforce Marketing Cloud - API Integration – REST/SOAP
- Salesforce Marketing Cloud - Data management, segmentation, and ETL best practices.
- Salesforce Marketing Cloud - Marketing Cloud Connect, Salesforce Einstein
- Salesforce Marketing Cloud - AMP Scripting, SSJS and SQL query development
- Salesforce Marketing Cloud - Cloud pages, Web analytics and Reporting
- Salesforce Marketing Cloud - Journey Builder, Automation, Ad. Studio, Social Studio, Contact Builder, Email Studio, Mobile Studio