

Ranjit Kumar



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Summary

- Senior Consultant with 16+ years of experience in the IT Industry with expertise in Cloud computing
- 4x Certified Salesforce Marketing Cloud Consultant/Developer
- Hands-on experience in Salesforce Marketing Cloud Implementation and Integration
- Adept knowledge and experience in windows & web applications
- Extensively worked on .Net Technologies, Amazon Web Services (AWS) and Node.js
- Achieved Trailhead's Ranger rank

Experience



Senior Solution Consultant - Salesforce Marketing Cloud

Mirum India: A WPP Company

Apr 2020 - Present (9 months +)

- o Led discovery process which is information gathering with the prospect to understand their business issues and using this knowledge to develop a solution to resolve those issues.
- o Develop an innovative and practical leadership development curriculum for new Solution Consultants
- o Make recommendations to improve the effectiveness of team members
- o Assign and oversee development tasks
- o Perform troubleshooting and analysis to assess the root cause of application issues



Solution Consultant - Salesforce Marketing Cloud

Mirum India: A WPP Company

Apr 2018 - Mar 2020 (2 years)

- o Hands-on experience in AMPScript and SSJS solution developments
- o Data modeling and architecture
- o Client-side in-depth discovery and requirement gathering for kick-starting the project
- o Platform training to clients on the use of tool features
- o Pre-sale: technical demonstrations of the platform



Junior Project Manager

Idealake Information Technology Pvt. Ltd.

Apr 2017 - Apr 2018 (1 year 1 month)

- o Lead and manage multiple projects across all phases of development
- o Team Leader – managing team of engineers and Quality analyst for successful development, maintenance & operations of projects
- o Provide API definition, Development and documentation
- o Project management with project plan, resource allocations and time estimation



Engineering Manager

Budh Solutions

Jun 2015 - Mar 2017 (1 year 10 months)

- o Design, implement and maintain high-performance software solutions
- o Train team members on development processes.
- o Client servicing and project coordination



Technology Team Lead

Idealake Information Technology Pvt. Ltd.

Jul 2014 - Jun 2015 (1 year)

- o Experience of leading a team of 6-8 engineers
- o Analysis of tasks, estimation and quality of deliverables
- o Code merge into staging and pre-production



Senior Developer

Hungama

Aug 2008 - Jun 2014 (5 years 11 months)

- o Developed applications using C#, and SQL server
- o Develop, deploy and support the internal and external web services wrapper component
- o Manage SQL server databases
- o Provide assistance and technical guidance to fellow team



Senior Executive

Steve & Barry's (Unisourse World Wide Pvt. Ltd)

May 2007 - Aug 2008 (1 year 4 months)

- o Conducting training for participants.
- o Preparing modules for the participants as per departmental requirements.
- o Preparing pre-assessment questions to evaluate the understanding of the participants.
- o Preparing and assessing participants by conducting post-assessments.



Centre Academic Head (CAH) / Faculty

Aptech

Jun 2004 - May 2007 (3 years)

- o Conducting training in C#, VB.Net, MS SQL Server, C, HTML, DHTML, JavaScript, ASP, MS FrontPage, MS Access, MS Office etc.
- o Conducting training sessions for various corporate clients like Jet Airways, J P Morgan, Reliance Energy, Franklin Templeton, Deutsche Bank, Tata Motors, Indian Navy etc.
- o Managing students, faculty and staff.

Education



Indira Gandhi National Open University

BCA, Computer Application & Programming

2006 - 2012



Aptech Computer Education, Mumbai

Diploma in System Management, Computer

2003 - 2004



Kendriya Vidyalaya

AISSCE, Science

2001 - 2003

Licenses & Certifications



Salesforce Certified Marketing Cloud Email Specialist - Salesforce

18763135



Salesforce Certified Marketing Cloud Consultant - Salesforce

19326495



The Fundamentals of Digital Marketing - Google

9XR Z26 AMA



Online Marketing Foundations - LinkedIn



Salesforce Certified Marketing Cloud Developer - Salesforce

20575723



Salesforce Certified Marketing Cloud Administrator - Salesforce

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Skills

Salesforce Marketing Cloud • HTML • CSS • Mobile Applications • Cloud Computing • Web Applications • Content Management • Market Research • Web Services • Software Project Management