



# Shaik Mohammed Vasim

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## Professional Snapshot

- ✓ Overall, 4 Years of Professional Experience in Software Development with Strong Technical Skills in Salesforce Marketing Cloud.
- ✓ Experience In Admin Related Setup Like Account Settings Which Includes From-Address Management, Reply Mail Management, Security Settings and Data Management (File Location, Key Management) And Send Management (Sender Profiles, Delivery Profiles, Send Classifications)
- ✓ Implemented Work on Content Builder to Create Email Templates, Designing New Emails, And Improving Existing Contents and Different Types of Content Blocks, Knowledge of Developing Ampscript Code for Personalization and Dynamic Creation for Implementing Business Requirements Over Email
- ✓ Created Data Models (Data Extension, List) Used Data Filters, Measures, Profile Management, Preference Management and Created Publication List, Suppression List
- ✓ Created User-Initiated Emails, Triggered Emails
- ✓ Used A/B Testing Based on Test Types for Test Management to Evaluate the Winner Which Engages More Based-on Business Requirements
- ✓ Reporting The Sent Emails Via Tracking Reports and Emails Sends for Basic and Analytics Builder for Advanced Type for A Particular Channel Report Like Mobile, Journeys, Emails
- ✓ Experience In All Phases of Marketing Cloud Which Includes Working on Journey Builder, Automation Studio Design, Development, Implementation & Enhancement of Projects in Marketing Cloud
- ✓ Implemented Work on Automation Studio for Performing Actions Such as Imports, Extracts, File Transfer for Better Automated Workflows Based on Project Requirements
- ✓ Having Experience in Sql Query Activity in Automation Studio Using Script Activity
- ✓ Worked On Automation Studio to Process Extract, Transform and Load Data for Email Campaigns.
- ✓ Built Journeys from Simple to Sophisticated Based on Marketing Logic and Audience Behavior and Implemented Marketing Campaigns, Events, Data Models for Various Messaging Activities Based on Flow Control
- ✓ Have Knowledge in Mc Connect and Setup Integration Process Between SalesforceCRM and Salesforce Marketing Cloud for Driving Marketing Campaigns
- ✓ Knowledge In Mobile Studio Like Mobile Push
- ✓ Excellent Interpersonal, Communication, Team Building & Customer Relationship Management Skills and Professional Attitude
- ✓ Ready To Explore and Lane New Technologies Based on Requirement

- ✓ Self-Motivated, Ability to Work Independently, Creatively Resolving Challenging Issues and Organize Workload with Minimal Direct Supervision.
- ✓ Good Administrative and Organizational Skills with A Particular Focus on Accuracy and Attention To Detail.

## **Career Snapshot**

### **Associate Consultant On Marketing Cloud At Vipra Infotech Pvt Ltd**

#### **Project 3 (May 2022- Till Date)**

**Project Name : Aldo**

**Client : Aldo**

**Role : Campaign Specialist**

- Designed And Developed 50+ Emails A Month Using Exact Target and Salesforce to Meet Our Various Clients and Company Requirements as Per Expectations.
- Developed And Maintained Large Volumes of Deadline-Driven Email Campaigns and Configured
- Automated The Import, Extract and Query Activity Using Automation Studio.
- Tracking Total Number of Emails Sends and Opens Extracting the Reports According To The Requirements to Send Follow-Up Emails.
- Experience On Mobile Push and Mobile Connect.
- Experience On Cloud Pages and Web Pages.

**Environment: Salesforcecrm, Html5, Css3, Sql, Soap, Rest, File Zilla, Post Man**

#### **Project 2 (Nov 2020 – March 2022)**

**Project Name : Marketing Automation**

**Client : Auston Martin**

**Role : Associate Developer**

- Automated The Import, Extract and Query Activity Using Automation Studio.
- Tracking Total Number of Emails Sends and Opens Extracting the Reports According To The Requirements To Send Follow-Up Emails.
- Set Up Workflows for Marketing in Exact Target Which Will Send Out Emails Based on Time Intervals.
- Configured The Customer Journeys with The Company, Worked on Journey Builder, Email Studio and Automation Studio of Salesforce Marketing Cloud (Exact Target).
- Conducted A/B Testing and did Recommendations Accordingly.
- Worked On Customer Profile Center, Subscription Center, Branding, Management and Customization.
- Generating And Reporting on Email Campaigns (Status of Outcomes) For Various Stakeholders.
- Created Many Templates and Many Sender Profiles, Send Classifications And Associated Them According To The Client's Request.

**Environment: Salesforce.Com, Html5, Css3, Soap, Rest, File Zilla, Post Man**

## **Project 1 ( Aug 2019 – September 2020 )**

**Project Name : 1-800 Flowers**

**Client : 1-800 Flowers**

**Role : Email Specialist**

- Worked On Salesforce Marketing Cloud Support Tickets.
- Used To Work on Different Type of Tickets where Customer Faces on Different Scenarios
- Worked On Salesforce Marketing Cloud Connect to Connect Sfdc.
- Worked On Content Builder Issues and Data Extension Issues.
- Worked On Contact Builder, Email Studio, Journey Builder.
- Checking The Data of Email Studio of Different Types of Bounces.

### **Academic Credentials**

- Graduated BSc. Computer Science from Sarva Bharatiya Shiksha Peeth (Sbsp), Tumkur

### **Tools:**

#### **Programming Languages**

Html5, Css3, Amp Script, Sql

#### **Application Software**

Ms Office

#### **Marketing Cloud**

Exacttarget, Salesforce.Com, Email Studio, Mobile studio, Audience Builder  
Audience Builder, Automation Studio, Content Builder, Einstein Analytics,  
Cloud Pages, Contact Builder.

**Shaik Mohammed Vasim**