



# Pranil Naik

## Salesforce Marketing Cloud Senior Developer

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7208296643

Mumbai

Salesforce Marketing Cloud Senior Developer with overall 6 years of experience. Salesforce Marketing Cloud Certified Email Specialist and Administrator.

## WORK EXPERIENCE

### Salesforce Marketing Cloud Senior Developer Cognizant Technology Solutions

08/2020 - Present

#### Achievements/Tasks

- Setting up Business Units, FTP accounts, Address Management, Reply mail management and Creation of Users, roles and Permission based on client Requirement.
- Configured APIs and API Journey's to send out Cross channel communication.
- Configuring Marketing Cloud Connect Setup between Salesforce CRM and Marketing Cloud to share key data across your clouds.
- Designed and developed solutions on Email Studio, Automation Studio, Mobile Studio, Journey Builder and Web Studio.
- Providing Marketing Cloud Training to Clients and Formal SIT support.
- Implementation knowledge in IP warming concepts and deliverability best practices.
- Writing AMPScript for Cloud Pages for Storing & Retrieving the Information and Creation of Dynamic Content Area and Personalization in the emails.

### Technical Architect Datarati Pvt. Ltd

01/2018 - 06/2020

#### Achievements/Tasks

- Creation & execution of Journey's in SFMC based on Client's Requirement.
- Configuring and Building appropriate marketing automations using marketing automation tools and writing SQL queries to pull the correct Data into the Data Extension based on Client's Requirement.
- Creation and deployment of an email campaign to meet the customer requirement. QA on the emails using Email on Acid and Litmus.
- Setting up the Subscriber Lists and Data Extensions in the Marketing Cloud.
- Writing AMPScript for Cloud Pages for Storing & Retrieving the Information and Creation of Dynamic Content Area and Personalization in the emails.
- Configure and run Marketing Cloud adhoc and automated reports.

### Operation Support Executive CMA CGM Shared Service Centre (India) Pvt. Ltd

07/2015 - 04/2017

#### Achievements/Tasks

- Updating of partner line hazardous cargo bookings on CMA vessels into internal system (HARP) and confirming to respective DCO & partners upon completion of input.
- Creation and deployment of an email campaign to meet the customer requirements.
- QA on the emails using Email on Acid and Litmus email service providers.

## EDUCATION

### Msc in Information Technology Mumbai University

04/2015 - 11/2017

### Bsc in Information Technology Mumbai University

04/2011 - 04/2014

## SKILLS

AMPscript



SQL



HTML



CSS



SSJS



## ACHIEVEMENTS

Won Team Player Award at Datarati

Won Quarterly Best Performer Propeller Award at CMA CGM SSC

## CERTIFICATES

Salesforce Certified Marketing Cloud Email Specialist (01/2019 - Present)

Salesforce Certified Marketing Cloud Administrator (01/2021 - Present)

## ORGANIZATIONS

Cognizant Technology Solutions  
(08/2020 - Present)

Datarati Pvt. Ltd (01/2018 - 06/2020)

CMA CGM SSC India (07/2015 - 04/2017)

## LANGUAGES

English



Hindi



Marathi

