




Nikita Rajendra Adsul

Application Development Senior Analyst

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Objective: Seeking for the opportunities backed up with challenges in Techno Functional Area.

PROFILE SUMMARY

- A multi-faceted professional salesforce certified with 6 years of experience under the Cloud Applications Practice specializing in **Salesforce Marketing Cloud, Salesforce CRM**, Business Development, Lead Generation, Social Media Marketing and B2B marketing in software industry for product domain deals with Security, Big Data and IoT and other applications.
- Proven expertise in Client Services, Leading Team, Coordination and Process Improvement.
- Skill groups: Email Studio, Journey Builder, Contact Builder, Automation Studio, Content Builder, Mobile Connect, Pardot

PROFESSIONAL EXPERIENCE

I. **Company: Accenture (October 2019 to till Date)**

Project Details:

A] **Medical Devices Manufacturing Company's Project (August 2020 to till date)**

Role & Responsibilities:

- Currently working as an Application Development Senior Analyst for serving the business demands using Sales Cloud and SFMC features that includes **synchronization of objects and fields in contact builder, audience segmentation using SQL queries, journey builder, web studio, email studio** etc.
- Managing the email marketing strategy for the company that includes planning, email creatives & content, deployment, delivery, and reporting of metrics.
- Evaluates design of existing systems to judge their functionality, effectiveness, reliability, performance, usage, maintainability
- Hands on experience in **GA 360 platform** and **Advertising Audiences** for journey builder
- Well versed with **Pardot** platform to boost the connection and track the lead's progress effectively.
- Good in content builder feature such as implementing email templates using interactive content, dynamic content, html block, SMS etc.
- Responsible for creating Webforms using **Formstack** featured with Javascript and drag and drop activity.
- Brief knowledge in account set up such as Reply Mail management, Profile center, Sender profile, roles, users

B] **Banking Project (October 2019 to July 2020)**

Role & Responsibilities:

- Worked as an Application Development Analyst for implementing Retail Marketing Customer Journeys and Automations for a Global banking client based on Agile methodologies for different Markets.
- Good in file transfer activities, creating Filter Data Extension, creating emails and cloud pages, email studio, content builder, designing and developing relational data through Contact Builder, **designing personalization emails using Ampscript**.

- Responsible for developing deployment runbooks, market configuration workbooks and managing deployment timelines to roll out SFMC Journeys to multiple markets.
- Track, manage and resolve daily support requests, issues, and administrative needs of users to keep pace with rapidly changing program operations and procedures.
- Worked on **MobileConnect** to send SMS and opt-out management using keywords for eight different market units.
- Responsible for Setting up of **FTP** for large file transfer. Worked on Implementation for **Real Time Triggers using API**.

II. **Company: Persistent Systems** (August 2016 to till date)

Worked as an **Associate strategist - Business Development** on integrated Salesforce CRM & Salesforce Marketing cloud system for product and service marketing.

Main focus was managing **Email Campaigns, Product Market Research, Marketing Cloud Automation, Analytics** and segmenting existing customer database for targeting group promotions.

Key responsibilities:

- Utilizing **Salesforce Marketing Cloud** to create and maintain lists, data extensions and update subscriber lists, develop custom list views, templates and create segmentation groups and track emails and develop relevant customized reports and dashboards.
- Responsible for weekly Email Campaign and follow ups, promotion for product webinar and events to get the potential clients on board and setting meetings for the sales team and clients, ultimately handling pipeline development and funneling to engage.
- Responsible for Salesforce CRM Functionality includes **workflows, custom labels and trigger settings, data migration, create and manage objects, permission sets, validation rules, page layouts, auto response & assignment rules**.
- Social Media Marketing including creating tweets on current trend of product and schedule those through **Hootsuite and Social Studio**. Hands-on experience in Buzzsumo and similar data sources.
- Proficient in business networking (LinkedIn), handled **sales navigator** and **e-grabber** for required database and online research for the same. Hands on experience in **LinkedIn Elevate** for employee Advocacy program to boost the company network and followers.
- Creating Newsletters on weekly and monthly basis for products promotion and publishing within organization and existing customers for the awareness of latest trend.
- Analyze data from analytics and assist in implementation improvements to Marketing Cloud performance and deliverability.
- Producing weekly **SharePoint** report and updating whitepapers, presentations, key documents, brief informative videos of products.
- Experience in evaluating and using various Email Marketing tools such as, Zoho, Netcore, MailChimp, etc. to send email to the customers.

INTERNSHIP PROGRAM:

I. **Company: Persistent Systems, Pune** (August 2016 to December 2016)

Key Responsibilities:

- Compiled lead Generation data (DiscoverOrg, data.com, zoominfo, etc) and Email campaigning for outbound marketing for various region (EMEA, US and APJ).
- Product Market Research and field study for company product. content writing for Newsletter and Promotional Draft.

II. **Company: H&R Block Pvt. Ltd.** (June 2016 to July 2016)

Project and Responsibilities:

- Summer Internship Program: Worked as an Income Tax Advisor for Tax planning of Salaried Individuals. Client Interaction to convert into potential customers.
- Responsible for Income Tax Return Filing using internal INTEx software tool and EVC. Also worked on customer relationship and referral program to achieve the required target.

III. Company: Anulom Technologies (15 days program)

Project and Responsibilities:

- Worked as academic intern in Marketing & Sales Campaign of Digital Renting Product for Pune Region.
- Responsible for making business strategy for market their rental agreement product. Identifying the target audience and deliver the tool knowledge to potential mediator.

EDUCATION CREDENTIALS

- Master of Business Administration (Marketing): MIT, Pune (2015-2017) [Pointer 8.4]
- Bachelor of Engineering (Electronics): VIIT Pune (2011-2014) [Avg.63.93%]
- H.S.C: New English School, Ahmednagar (2010) [63.17%]
- S.S.C: New English School, Ahmednagar (2008) [82.15]

ACHIEVEMENTS

- Achieved an Appreciation Certificate for recognition of extraordinary contribution and the higher conversion in top notch client experience.
- Received BRAVO for best performance and handling the team.
- Successfully worked on Two Wheel Self Balancing Vehicle project and also published IEEE paper on 'TILT MEASUREMENT USING ACCELEROMETER'.

SKILL SETS & CERTIFICATION

- UdeMy course certification on Email Campaigns and Google Analytics, Advanced Google Analytics
- **4*Salesforce Certified**
- **Languages: C** (Certified course), **HTML, Javascript**
- **Web designing :** Corel draw, Photoshop
- **Tools:** Mailchimp, ZOHO, Netcore, Hootsuite, Marketing Cloud Email/Social, Formstack

INTERESTS AND HOBBIES

- Sport Enthusiast: Trekker, Marathon Runner and Badminton
- Blogging, Sketching and Reading