

# SARVESH KUMAR SRIVASTAVA

Salesforce Marketing cloud  
Developer



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## RELEVANT SKILLS

E-mail Studio  
Mobile Studio  
Journey Builder  
Automation Studio  
Data Extension  
Lists  
Content Builder  
AMPscript  
Marketing Cloud Connect  
API

## PERSONAL INFORMATION

Name- Sarvesh Kumar Srivastava  
DOB- 07/07/1992  
Sex- Male  
Marital Status- Unmarried  
Nationality- Indian  
Languages- Hindi, English

## EDUCATION

Bachelor of Technology from  
AEC AGRA, Uttar Pradesh  
Technical University.

## CAREER OBJECTIVE

A result-oriented individual, seeking a suitable position at a reputed organisation where I can use my extensive knowledge in salesforce marketing cloud development and further learn new things and grow as a Software Engineer.

## Profile Summary:

- Currently working as SFMC Developer with SSP Technology since august 2019.
- Being marketing cloud developer, have adaptive understanding with the core components of marketing cloud concepts, such as, Email studio,campaigns, content builder, Journey builder, Trigger send.
- Experience with Automation, creating and maintaining Data Extension,Lists, Groups, Emails, Campaigns.
- Experience in the customization of Emails using personalization strings, AMPscript in email content.
- Knowledge of Email sends, Trigger sends Automation, setup of landing pages, smart capture.

## Project Experience:

**Role** – SFMC Developer  
(Duration-November 2021-Till Date)

**Client:** A Leading Healthcare organization based in Maldives.  
Focused on improving people's health and enabling better outcomes across the health sector.

### **Responsibilities:**

- We run campaigns for registration in outpatient department for patients.
- Design of Email templates and sendout transactional communication through emails.
- Implement marketing Automation campaign using salesforce marketing cloud tool by identifying segments,Emails,Landing pages.
- Sendout remainder email messages to the subscribers regarding confirmation of appointments.
- We also implement campaign tracking to track the communication activities such as open, clicked and bounced on a daily basis.

**Role** – SFMC Developer  
(Duration-November 2020 – October 2021)

**Client:** A Multinational bank based in UK. A credit card and payment services provider.

**Responsibilities:**

- Sendout emails to inform the customers about the upgradation in their credit card.
- We run campaigns to promote new feature credit cards, promote retail banking mortgage loans, home loans.
- Involve A/B testing when in confusion regarding the content of email, monitor campaign performance.
- Hands-on experience for the development of Data Extension, List, Email contents using dynamic content block, HTML block, image block, etc.

**Role** – Business Development Executive  
(Duration- August 2019 - October 2020)

**Client:** A Canada based author. Promotion of his Website, Blogs, Books/e-Books over various digital platforms.

**Responsibilities:**

- Engaging with client to understand his requirements and coordinating with Project manager, Digital marketing manager & technical team to customize products as per the Client need.
- Sending out Promotional/ Transactional email campaigns to customers.
- Presentation of various reports to the client and discuss further improvements/changes if needed.
- Sending the email campaigns to customers using SendinBlue.