

EXPERIENCE SUMMARY

2.4 years of experience in Salesforce Marketing Cloud as a Technical Analyst, specialized in designing, developing and integrating CRM systems.

PROFESSIONAL SUMMARY

- Configure & Design Email & SMS Campaign to meet customer business needs by understanding their Database architecture and setting-up data-flows.
- Proficiency in developing Transactional & Batch Email & SMS campaign, Technical Design for marketing promotion process of **Automobile, E-commerce, Healthcare & Finance** domain.
- Proficiency in campaign management, data management, Mobile Studio, Email Studio, Marketing Cloud Connect, Journey Builder, deliverability and automation components.
- Proficiency in QA and Production environment deployment process.
- Experience in **Salesforce Marketing Cloud (SFMC)**.
- High ability to work on **agile methodology**-based projects.
- Sound Knowledge in **Testing**.
- Proficiency in business tools like **Postman, FileZilla**.
- Identified and acted to improve team knowledge of new business processes.
- Fast Learner result oriented and skilled in providing solutions to complex Systems.
- **Adaptable to challenging & creative environments** with capacity to adjust to new technologies and skills.

TECHNICAL EXPERTISE

Tool/ Technologies	Salesforce Marketing Cloud, FileZilla, Postman.
Scripting, Technologies	AmpScript, SSJS, SQL, REST & SOAP API.
Operating Systems	Windows 10, Windows 7.
Database	SQL Server.

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EMPLOYMENT DETAILS

- Currently working with **Cognizant**, from __ to till date.

ROLES AND RESPONSIBILITY

- Involved in Requirement Gathering, Analysis and Estimations.
- Developing a Campaign (real time and workflow) as correspond to the business requirements & detailed design specifications.
- Working on Near Real time email triggered campaign.
- Working in Integration of Campaign with other Salesforce Systems.
- Deployment in QA and Prod environment.
- Performing the unit testing and sanity testing.
- Providing root cause analysis of the issues occurring.
- Making ensure that the changes are getting deployed in production smoothly and providing shadow support.
- Provided Knowledge transfers to the related teams.

EDUCATION

TRAININGS & CERTIFICATIONS

PERSONAL DOSSIER

- ❖ Nationality - Indian
- ❖ Marital Status - NO

- ❖ Languages Known - English, Hindi
- ❖ Present Address - Address.

DECLARATION

This is to certify that the above information is true to the best of my knowledge.

Name of the candidate

D.Rajasekhar