Name: Priyanka Jaiswar

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Phone: 8286025766

Salesforce Admin Credential ID: 21495559

Platform Developer 1 Credential ID: 22169888

Marketing Cloud Admin Credential ID: 22359794

Professional Summary:

- **6.8 years of total IT experience, 4 years** in Salesforce.com CRM platform.
- Deliver continuing support in the areas of **SFDC Marketing Cloud** configuration, administration, reporting, data migration, solution design and project coordination.
- Work with Marketing Cloud Connect, Data Stream, query writing, data extensions and **AMP Script**.
- Create journeys and implement marketing campaigns using **marketing cloud tools** like Journey Builder, Email Studio, and Automation Studio.
- Experience in **Development**, **Administration, Configuration, Implementation** and Support of Salesforce CRM based on **Apex language** and leveraging Force.com Platform.

SFDC Technologies	Marketing Email Studio, Workflow & Approvals, Apex Classes/Controllers, Apex, Triggers, Visualforce Pages, Data Loader, Reports, Dashboards
Languages	APEX, AMP script
Tools & Technologies	Marketing cloud, Force.com, Data Loader, Force.com Platform (Sandbox and Production)

Work Experience :

Company: Accenture   Jan 20 – till date

Role: Senior Software Developer

Project: Corporate Seminar Management

Responsibilities:

- Creating email campaigns using Salesforce marketing cloud, Email studio & Content builder & amp script. Sending real time messages in Mobile studio.
- Have experience in creating emails in Email Studio with dynamic content and personalization, Creations of smart forms and business process in Automation studio.
- Assist team members and agency in case of hurdles in campaign execution plan.
- Having weekly call with the client to understand the requirements of upcoming assets, target audience set up, concerns regarding the existing assets/campaign planning
- Clarifies purpose and helps the team to identify goals. Maintain daily work activities and try to utilize the resources 100%.
- Handles Client call with project managers and discuss regarding the issues and how to overcome all those.

Company: Here Technologies   Jun 18 – Dec 19
Role: Senior Analyst

Project: Banking Project
Responsibilities:
- Involved in SFDC application setup and customization to match the functional needs of the Company.
- Worked as support governing user account creation, personal information setup, password reset, Roles & Profile creation, user group creation, updating company profile, Network access setup.
- Involved in setting up field level access for each custom object created based on the user's role within the organization.
- Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules.
- Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
- Involved in field & page layout customization for the standard objects like Account, Contact, and Leads.
- Created workflow rules and defined related tasks, time triggered tasks, email alerts.
- Involved in security levels and privileges by customizing Salesforce.com Profiles and Roles.
- Involved in customizing custom objects, tabs, fields, page layout as per the business need.
- Integrated Email with Salesforce.com for mass E-mail management and designed various custom E-mail templates.
- Maintained user roles, security, profiles, and workflow rules wherever necessary.

Company: Here Technologies   Jun 16 – May 18
Role: Analyst

Project: Insurance Management System

Responsibilities
- Preparation of design documents of various application based on gathered requirement.
- Created email templates and inbound emails using Visual force for the clients and customers.
- Participated in the training sessions provided by the team and support end users.

Academic Chronicle :

- B.E. (Computer Engineering) from Mumbai University during 2012-2015.
- Diploma (Computer Technology) from MSBTE during 2009-2012.
- SSC from G.M.Sadhubella Girls High School in 2009.