Resume

Sagar Dalvi
+91 9075151751
dalvi.sagar076@gmail.com

Career Objective
I would like to work in a growth-oriented organization, which will allow me to further utilize my skills, acquire new abilities and increase my involvement in the corporate sector.

Profile Summary

- Excellent understanding with different Marketing Cloud concepts such as EmailStudio, Basic Content Builder knowledge, Automations, Contact Builder, Journey Builder, Trigger Send.

- Experience in creating and maintaining automations, data extensions, journey builder, smart capture, list, emails, ampscript.

- Experience in using personalization strings.

- Knowledge of Email Sends, Trigger Sends Automation, Setup of Landing Pages.

- Knowledge of SQL

Professional Experience

Total Experience: 6 Years

Relevant Experience: 1.7 Years

Company Name	*Exuberant Systems Pvt. Ltd*
Experience	*15th Jul 2019* **- Present**
Designation:	**Sr. Digital Marketing Executive**
Summary	Developed Journey and Automation
Environment	Salesforce Marketing Cloud
Project :	Banking Doman: Credit/Cashback Credit Cards Campaign
Responsibilities	- Creating Data Extensions, email contents using dynamic content block, HTML block, Image block. - Implement landing pages. - Implement and creating a journey using a journey builder. - Creating interactive emails and cloud pages using Personalization string and AMP script according to client requirements. - Worked on basic AMP script functions. - Performed A/B testing, monitor campaign performance.

- Tracking email send and generating reports.
- Designing and developing relational data through Data Extensions.
- Creating Segments using SQL queries.
- Work on automation and activities.

Company Name	**Xoyal IT Services.**
Experience	**21st June 2017 – 28th June 2019**
Designation:	**SEO Analyst**
Environment	Google Analytics, Google Search Console ,Google Ads, Email Marketing, Sem Rush, wordpress
Responsibilities	- Handling clients' entire digital marketing strategies, which include SEO, SMO, PPC, Content Management, Landing Page Optimization, Link Building, and so on. - Managing seasonal digital marketing brand campaigns, including ad creative, website refreshes, and micro site construction, as well as all agency deliverables - Developing engaging social media strategies and plans that built audiences, improved web presence, and increased brand awareness. - Email Marketing: Sending emails using Mailchimp Email service. - Creating and implementing on-page SEO strategies that meet the needs of the website. - Used Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, Ad words tracking and various other tools.

Company Name	**Searchbox Technologies Pvt Ltd.**
Experience	**10th June 2016 – 10th June 2017**
Designation:	**Digital Marketing Executive**
Environment	Email Marketing, Facebook ads Manager, Google Analytics.
Responsibilities	- Managing seasonal digital marketing brand campaigns including ad creative development. - Conducting competitor analysis to identify improvements as well as increase visibility and rankings. - Done App Store Optimization (ASO) for Better Ranking on Play Store. - Email Marketing: Sending emails using Mailchimp Email service Provider - Increased organic count of App installation via ASO technique and social media marketing. - Research: Contact Discovery via Professional networking sites like LinkedIn etc.

Educational Background:

- Bachelor of Computer Engineering, Pune University Year 2016.
- Diploma in Information Technology, MSBTE 2012.

Technical Skills:

Environments	Windows
Languages	SQL, HTML
Salesforce	Salesforce Marketing Cloud
Digital Marketing Skill	Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Email Marketing, Google Ads, On Page SEO, Off page SEO

Personal Details:

Marital Status: Married

Nationality   :   Indian

D.O.B.   :   28/02/1992

Address   :   Flat-02, B7, Gururaj society, Padmavati ,Pune

Languages Known: English, Hindi and Marathi

DECLARATION:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bearthe responsibility for the correctness of the above-mentioned information

Place: Pune