Priti Doke

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Summary

Objective:

To work with full dedication in a challenging and rewarding atmosphere, while adding some significant values to the organization with my technical skills, expertise, passion for learning and desire to excel and to gain professional skills while working with support of competent peers and guidance leader which will further enhance my career ambition of rising to pinnacle of success.

Experience

Senior Web Developer
Cognizant

Apr 2017 - Jun 2021 (4 years 3 months)

Process:Salesforce Marketing Cloud Support(Exacttarget;

Business Profile:

• I have responsibility of creating data extensions as per the required

• Create custom sender profile and deliver profile,Reply Mail management.

• Required Journey for the email send

• Work with triggered send and automation.

• Brief knowledge about FTP protocol.

• Support issues related to Reply Mail management, Profile center, Sender profile

• Help creating landing pages.

Guide the users to integrate the Salesforce and the Marketing Cloud application

• Explain and brief the users about the workflow in the Marketing Cloud application. Well versed

• Good knowledge of how the Salescloud application works so that we can get the data from Salescloud into Marketing Cloud and use to our benefit

Senior Analyst
Accenture

Jun 2021 - Present (10 months +)

Process:Salesforce Marketing Cloud Support(Exacttarget);

I joined this project in June 2021 as Marketing Cloud Campaign Developer spread across the world.

• Take the requirements from client and discussed if those can be worked within team.

• Work with Email creation and end to end Campaign deployment.

• Creation of Journey with Einstein STO

• Creation of automation for import , Filter

• Write and run SQL for joining two data extension and getting data from opens and clicks

• Marketing cloud and salesforce integration.

• Use Veeva and GWET data for marketing cloud journey.

• Automation to update veeva data in SFMC

Technical Skills

Application - Salesforce Technology – Cloud Technology Back End - SQL.

Domain – Marketing Cloud

Functional Tools – Platform of salesforcemarketing.com, VMware for troubleshooting & monitoring and Citrix to connect with clients system, applog for intellect RCA, Creating manual Test cases.
An effective communicator with excellent relationship building & interpersonal skills.
Analytical, problem solving & organizational abilities.

Education

Savitribai Phule Pune University
Masters of Engineering, ME-IT

Savitribai Phule Pune University
Bachelor of Engineering (BE, IT

Maharashtra Board
Higher School Certificate

Secondary School

Licenses & Certifications

Salesforce Certified Marketing Cloud Administrator - Salesforce

Salesforce Certified Marketing Cloud Email Specialist - Salesforce

Salesforce Certified Marketing Cloud Consultant - Salesforce

Skills

automation • citrix • com • communication skills • consulting • customer relations • database administration • email • ftp • functional

Honors & Awards

Unicorn
Received many client appreciations and accolades for successfully consulting to client's application.
Awarded as customer hero badge
Double start ranger on trailhead.