ROJALIN

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:8249351637

SALESFORCE CERTIFIED

Marketing Cloud Email Specialist

- Over 2+ years of professional experience in Software Development with strong technical skills including experience in Salesforce.com and Force.com platform as a developer and Sales force Marketing Cloud.
- Worked on Agile & Scrum Methodologies.
- Experience in all phases of marketing cloud which includes working on Journey builder, Email studio, Automation studio design, development, implementation & enhancement of projects in marketing cloud / Exact Target Platform
- Created different categories of Data Extensions, Data Filters & Created User Initiated emails.
- Developed AMP script code to implement business requirements by creating Dynamic content.
- Used Automation studio for performing actions such as imports, extracts and SQL query activities.
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation.
- Created packages for REST API and integrated with third party.
- Ready to explore and learn new technologies.

PROFESSIONAL EXPERIENCE

- Working as Salesforce Marketing Cloud Developer, QSoft Solutions, from Sept 2020 to Till Date

PROJECT 1

Project Name : **Loyalty Management**

Duration : **[AUG 2021 to Till Date]**

Role : **MARKETING CLOUD DEVELOPER**

- Performed integrations between SFDC to SFMC with MC connector and API integration to the third-party systems such as informatica**.**
- Used SQL to perform audience segmentation.

- Developed and maintained large volumes of deadline-driven email campaigns and configured them.
- Automated the import, extract and query activity using Automation Studio.
- Worked on different automation studio steps with data extract, file transfer and Sql query
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Worked on FTP file drop automations and schedule automations.
- Created different kinds of email templates for dynamic email templates.
- Worked on different tracking process in ABO with different campaigns for each campaign how the open and clicks.
- Created API event journey for integrating with informatica tool.
- Created different journeys as per the campaign requirement.
- Worked on cloud pages to insert records both in SFDC objects and SFMC DE.
- Created Send log for capturing data of email what is been sent out from SFMC.

PROJECT 2

Project Name : Humana   **[JAN 2021 to AUG 2021]**

Role : MARKETING CLOUD DEVELOPER

- Created data Extensions and data filters.
- Inserted data into DE manually by uploading files in DE.
- Worked on FTP file transfer and Data extract.
- Writing SQl query for the data of synchronized Data extensions.
- Automated the import, extract and query activity using Automation Studio.
- Tracked total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Automated the import, extract and query activity using Automation Studio.
- Tracking total number of emails sends and opens extracting the reports according to the requirements to send follow-up emails.
- Experience on ad hoc email campaigns and Recurring campaigns as well.
- Set up workflows for marketing in Exact Target which will send out emails based on time intervals.
- Configured the customer journeys with the company, worked on Journey Builder, Email   Studio and Automation Studio of Sales force Marketing Cloud (Exact Target).
- Conducted A/B testing and did recommendations accordingly.
- Identify opportunities for revenue growth assisting sales and client services team.
- Written SQL queries to build targeted audiences & Extract Data.
- Worked on Customer profile center, subscription center, branding, management and customization.
- Conducted A/B testing and did recommendations accordingly
- Experienced on cloud pages and web pages.

EDUCATION:

- **B. Tech** (Bachelor of Technology) from   **BPUT University (Odisha)** with 7.9 (CGPA).

TECHNICALSKILLS

Marketing Cloud:	Email Studio, Mobile Studio, Audience Builder, Automation Studio, Content Builder, ,Einstein Analytics, MOBILE PUSH, Mobile Connect, Cloud Pages, Contact Builder **&** MC connect,Exact Target, Salesforce.com,
APPLICATION SOFTWARE	MS Office
PROGRAMMING LANGUAGES	HTML5, CSS3,AMP Script, SQL