

Rahul Sinha

Salesforce Marketing Cloud Developer



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in rahuljamshedsinha

SUMMARY

Dedicated Consultant with excellent technical, analytical and communication skills demonstrated by 4.9 years of IT Experience. Currently expertise as Salesforce Marketing Cloud Developer having 3.1 years' experience, having Email Specialist and Admin Certified and responsible for analyzing company processes and adapting applications for business needs. Expertise in developing, implementing, and managing marketing campaigns. Proven ability to optimize customer experience and ensure customer satisfaction. I am seeking to join and work in an organization where I can dedicate myself to the growth of its client base.

SKILLS

SFMC (ExactTarget) - Journey Builder, Automation Studio, Email Studio, Content Builder, Cloud Pages, Contact Builder, Intelligence Reports, Query Studio and Package Manager

Programming Language - HTML, CSS, SQL, AMP Script (Beginner) and SSJS (Beginner)

Office Tools - MS Excel, MS PowerPoint and MS Word

Additional Skills - Email Marketing, Display Advertising, Salesforce Audience Studio (Salesforce DMP), Campaign Management, Leadership, Communication, Decision-Making

PROFESSIONAL EXPERIENCE

Associate Consultant (SFMC Developer)

Mar '21 - Present

Capgemini

Bengaluru, Karnataka

- Implemented Marketing Campaigns with Marketing Cloud tools like Journey Builder, Automation Studio, Email Studio, Content Builder, Cloud Pages, Contact Builder, Query Studio and Package Manager.
- Managing subscriber data, import, segmentation and working with Marketing managers and converting their strategy into implementations using Marketing Cloud.
- Creation of automated marketing campaigns with knowledge of SQL language for writing queries for data and fetching campaign tracking metrics including Sends, Opens, CTRs and other measures using Marketing Cloud.
- Learning and Implementing HTML and AMP Script to build customized, personalized emails supporting critical business functions.
- Responsible for technical coordination including creating Data Extensions, generating data extract reports, data verification, email QA links and leveraging assets to build and deploy email campaigns.
- Worked on Automation setup utilizing activities like Script, Query, File Transfer, Data Extract, Email, File Import/Exports, and Schedule Communications.
- Creation of Users, Roles and Sender/Delivery Profiles.
- Used the Sandbox for testing and migrated the code, data extensions, automation and journeys using Package manager after UAT approval.
- Email Building using Content Builder, Dynamic Content Blocks, A/B Testing, Data Model Setup – Data Extension/List Creation, Attribute Groups
- Handling Multiple stories at a time and delivering clients' requirements.
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Implemented Customer Journeys utilizing activities like Email, Decision/Engagement Splits for different business Scenarios like Welcome, Scenario-Based Journeys and Reactivation Journeys etc.

- Worked in an Agile environment with a focus on iterative and test-driven design methods.
- Collaborating with onshore/offshore project members and business owners to design, develop, peer review, unit test, and UAT to provide post-production assistance.

Analyst

Jul '18 - Mar '21

iSOCRATES MAdTech Private Limited

Mysuru, Karnataka

- Experienced in Segmentation and creating lookalike modelled audiences to gather and create 1st/3rd Party data audiences for paid display campaigns.
- Work closely with Client and Campaign managers to ensure that campaigns and segments are set up correctly, tracked & appropriately optimized by Segmentation -Targeting -Positioning.
- Medium-level knowledge of Ad Tech/Programmatic space – DSPs, SSPs, Ad Exchanges, etc.
- Help to set up programmatic buying channels with major SSPs to allow access to inventory for agency trading desks.
- Deep experience with Analytics, DSP and DMP technologies.
- Prepared Wrap Up Decks for finished campaigns for Clients.
- Handled Marketing Cloud Email Campaigns, including scheduling email journey campaigns, monitoring campaign performance, analyzing email engagement metrics.
- Ability to work with clients to design customer journeys, and associated data models.
- Investigated multiple SFMC stories related to the UAT and post-production issues and rectified with the better solution approach.
- Followed and conducted quality assurance reviews with additional activities to ensure the accuracy and timeliness of user stories.

CERTIFICATIONS

- Salesforce Certified Marketing Cloud Administrator | Dec 2022
- Salesforce Certified Marketing Cloud Email Specialist | Aug 2021

EDUCATION

PG Diploma in Digital Marketing & Communications

Oct '20 - Aug '21

MICA & upGrad

Ahmedabad, Gujarat

- Fundamentals of Marketing | Digital Marketing Metrics and Channels | Designing and Building Web Presence
- Social Media Marketing | Search Engine Optimisation (SEO) | Web Analytics | Robust Digital Marketing Strategy
- Content Marketing Specialisation | Marketing Data Identification and Collection | Marketing Communications

Bachelor of Engineering (B.E)

Aug '14 - Jul '18

Vidyavardhaka College of Engineering

Mysuru, Karnataka

- Graduated with First Class having 69.9% in Computer Science & Engineering

Class X and XII

Mar '11 - Mar '14

Ramakrishna Mission English School

Jamshedpur, Jharkhand

- Graduated with 74% in Class XII (ISC)
- Graduated with 82.75% in Class X (ICSE)

ADDITIONAL INFORMATION

- **Awards:** Project Star | Capgemini | 2021
- **Languages:** English, Hindi and Kannada
- **Hobbies:** Watching Cricket, Travelling and Music