Rakesh R Morkar | Salesforce Marketing Cloud Developer

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Summary

With extensive experience working in Digital Marketing Domain as SFMC Developer, Email Specialist. I have worked on digital marketing projects with platforms implementation (Salesforce Marketing). And throughout this tenure, I have gained extensive knowledge in SFMC Projects Delivery.

Hands-on Experience on Salesforce Marketing cloud, Automation studio, email studio, web studio, Journey Builder, Amp-script, Contact builder, Content Builder.

Actively looking for an opportunity to grow my career, where I can enhance my technical and functional skills by providing a challenging and rewarding environment. I look forward to adding value to the organization with my technical skills, expertise, passion for learning and desire to excel.

Certification:

- ✓ Salesforce Certified Marketing Cloud Email Specialist.
- ✓ Salesforce Certified Associate.

Experience

Accenture |Salesforce Marketing Cloud Developer Sr. Associate| June'2021-Present

The project is about creating efficient & optimized Mails and SMS campaigns for the subscribers with customization according to their needs. Actively engaging with stakeholders to understand their needs and deliver.

Roles and Responsibilities:

- ✓ Skilled in Cloud based Email Marketing, Data and Campaign Management
- ✓ Good understanding of MC Data Model.
- ✓ Building Email Campaigns and Customization of HTML email templates, cloud pages using HTML/CSS.
- ✓ Email Studio – Have good understanding of Admin activities such as Sender/Delivery Profiles, Send Classifications, From Address Management, SAP, Dedicated/Shared IP address. Configuring Email Templates, User Initiated, Data Management using different data models, like Data Extensions and different kind of lists.
- ✓ Mobile Connect – Have good understanding of Admin activities such as Managing Keywords, Long/Short Codes. Configuring different SMS send options, SMS response management.
- ✓ Worked on data segmentation using available activities like SQL Queries, Imports, File Transfer.
- ✓ Worked on creating different data extension based on Business Use Cases such as Standard Data Extension, Template Based Data Extension, Filtered Data Extension, Shared Data Extension, Synchronized Data Extension.
- ✓ Worked on incorporating Journey Builder based on the use cases, used the functionality of Decision Split, Engagement Split, Path Optimizer, worked on different entry source and sending multi-channel messages in journey builder.

- ✓ Automation Studio, knows Scheduled and File Drop automation, have good understanding of the activities such as File Transfer, Import, Data Extracts, Messages Sends, SQL Query, wait and verification activities.
- ✓ Good knowledge of MS Excel, Word, PowerPoint, and presentation skills.

Technical Skills:

- ✓ Amp Script.
- ✓ Automation studio.
- ✓ Journey Builder.
- ✓ SQL.
- ✓ Postman.
- ✓ Email studio.

Education

- ✓ **B.Tech** in Electrical and Electronics Engineering from K.L.S Gogte Institute of Technology(VTU University, Belagavi) with 86%. (2021)
- ✓ **Diploma in** Electrical and Electronics Engineering from Government Polytechnic, Belagavi with 83%. (2017)
- ✓ **Higher- school-X Standard** from Gomatesh High school, Belagavi with 82%. (2014)

Declaration-

I hereby declare that the information given by me is true and I am solely responsible for the same.

Rakesh R Morkar