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CERTIFICATIONS



Salesforce Certified Marketing
cloud Email Specialist



Salesforce Marketing Cloud
Administrator



Salesforce Marketing Cloud
Customer Data Platform



Salesforce Associate

SKILLS SUMMARY

Languages

- Java
- Apex
- JavaScript
- SQL
- Amp Script
- SSJS



SHANTANU PATRA

SFMC DEVELOPER

PROFESSIONAL SUMMARY

I have 3.9 years of experience in SFMC and Salesforce which include managing and involving in both administration and development of Exact Target and Salesforce.com applications using Agile Methodology.

- Expertise in Marketing Cloud areas like Email Studio, Mobile Studio, Automation Studio, Web Studio, Journey Builder, Contact Builder, Content Builder, A/B Testing, Tracking & Reporting, API, AmpScript and SSJS.
- Expertise in Salesforce Data Cloud (Formerly Customer Data Platform) areas like Segmentation, Data Explorer, Calculated Insights, Activations, Identity Resolutions of any individual.
- Good at technical and analytical skills
- Good understanding of B2B and B2C marketing automation processes.

WORK EXPERIENCE

EPAM Systems | July 2022 - Current

Salesforce Marketing Cloud Developer

Migration and enhancement of Customer Consent Management platform from FICO to Salesforce platform stack. The platform manage customers subscription consent and provide product marketing email campaigns capabilities. The platform integrates internal and external data providers and websites.

Project scope includes:

- Salesforce Marketing Cloud Journeys configuration
- OneTrust consent platform - MuleSoft data integration and specification design
- Salesforce ODS and CDP configuration

Data Migration from FICO to Salesforce CCM

Responsibilities:

- Hands-on experience in various marketing Cloud areas like Subscriber Data Management, User Setup, Reporting, Automation, Campaign Management, and Testing.
- Configured automation for SQL query activity and other activities to run multiple SQL Queries and Email Send activities for different Campaigns as per the client's requirement.
- Executed SQL queries for the Calculated Insights and used them in the segmentations. Executed SQL queries for the Calculated Insights and used them in the segmentation.
- Published the activation on various platforms i.e., Marketing Cloud, CDP, Sales cloud, etc.
- Improvising existing query logic within SFMC for continuum of records in journey
- Attribute Group Configuration in Data Designer (Contact Builder)

● Salesforce Technologies

- Email Studio
- Journey Builder
- Automation Studio
- Contact builder
- Cloud Pages
- Mobile Studio
- APIs
- AmpScript
- SSJS
- CDP
- Apex Classes,
- Apex Trigger,
- SOQL,
- SOSL,
- Automation tools,
- Validation Rules,
- Formulae
- Custom objects
- Page Layouts,
- Securities

● Tools

- SFMC(Exact Target),
- Customer Data Platform
- APEX Data Loader
- Force.com
- IDE(Eclipse)
- Workbench
- Splunk
- VS Code
- Postman
- Git
- GitHub

Salesforce | Jan 2022 - July 2022

Salesforce Marketing Cloud Engineer

- Worked with business owners to understand their requirements for Salesforce Marketing Cloud application.
- Understand the business requirements of the client, purpose the best possible way to do the same and troubleshoot and fix the issue if it occurs in process of Development.
- Customize, Troubleshoot and Design more responsible emails and Cloud pages using AmpScript and SSJS.
- Creating UI, Data Extension, Automation studio workflows to automate jobs.
- Configure Marketing Cloud connector and troubleshoot the integration issue between Sales cloud and Service cloud.
- Used **AmpScript & SSJS** to use data from Data Extensions. Used **Rest API** in order to invoke triggers and Launch campaigns.
- Integrate Marketing cloud to Third party system through Marketing Cloud API.
- Creating data import, export and extracts, Business unit, sender profiles, users and assigning roles and permissions to the user.
- Work closely with account teams, Customer-Centric Engineers and Product teams to identify the root cause for customer-impacting issues.

Interview and write up candidate assessments for Marketing cloud Engineering positions

Infinite Computer Solutions | Aug 2019 - Jan 2022

Client: Molina Healthcare - [SFMC/Salesforce Developer](#)

- Worked with business owners to understand their requirements for Salesforce Marketing Cloud application.
- Has done many integrations used **Salesforce Marketing Cloud Connector** to connect with various **Salesforce** orgs
- Worked on **Automation Studio** and was responsible to enhance the system by implementing data retention methods and Also Automated the import, extract and **Query activity** using **Automation Studio**.
- Responsible for writing **SQL** query and **AmpScript** logic and leveraging assets to build and deploy email and text campaigns to show dynamic content.
- Responsible for developing custom web forms in cloud pages using **HTML,CSS,JS** and publishing those.
- Used **AmpScript & SSJS** to use data from Data Extensions. Used **Rest API** in order to invoke triggers and Launch campaigns.
- Responsible for design, development and deployment of Text campaigns using **Mobile Connect, Content Builder, Automation Studio, Journey Builder**.
- Created different folders to store the reports of different groups and categories. Displayed the quarterly and yearly results on the dashboard of **Salesforce**.
- Worked on Page Layouts, Fields, Dashboards and Custom Objects in Service Cloud.

SOFT SKILLS

- Time management
- Problem Solving
- Interpersonal
- Communication
- Leadership
- Creativity
- Adaptability

AWARDS RECEIVED



Got Silent hero badge from manager for growing SFMC practice 2022



Infinite Performer of the month-2021



Awarded first prize in tech event college



Organized "Code Hunt" event in technical fest of college

Client : City OF Hope - [Salesforce Administrator/Developer](#)

- Worked on basic administration tasks like Custom Objects, Fields, Profiles, Permission Sets, Securities, Page Layouts etc.
- Validation rules, Formulae, Workflow rules, Process builder, Flow Builder etc.
- Worked on **Apex Classes, Test Class, Apex Triggers, SOQL, SOSL**.
- Using Data Loader and Workbench for import, update, and export activities in Salesforce.
- Worked on Skill based Routing functionality for assigning cases to the agents based on their skills.
- Worked on lightning app builder to customize the app layout and also improved existing functionality using lightning component.
- Worked on Einstein to build a chatbot.
- Involved in deployment of code using change sets and git

EDUCATIONAL HISTORY

BIT Kolkata

B.Tech - Computer Science | Aug 2016 - July 2020

- CGPA : 8.86