

Shivani Singh

Senior System Engineer

Contact

Phone

9140096905

E-mail

shivanisinghh905@gmail.com

Skills

- Automation Studio
- Email Studio
- Journey Builder
- Contact Builder , Audience Builder
- Data Models : List and Data Extensions
- Content Builder
- SFMC Setup
- SQL
- HTML/CSS/Ampscript
- DevOps, Kibana , Grafana

Languages

English, Hindi

Shivani is a seasoned SFMC professional with experience of designing & managing cloud technology solution implementations. She is a certified expert on marketing cloud with more than 2 years of technology implementation experience. Shivani has implemented projects for businesses across various countries. Primary responsibilities include requirement analysis, design, development & automation of various cloud front end and backend applications. Primary responsibilities include analyzing business problems, define requirements and design appropriate solutions. Shivani has extensive experience in working with cross functional teams to design sustainable processes for Cloud platform and business operations. Shivani is keen learner with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives and profitability norms.

Certifications

- SALESFORCE CERTIFIED MARKETING CLOUD EMAIL SPECIALIST
- SALESFORCE CERTIFIED MARKETING CLOUD ADMINISTRATOR

Work History

2022-04 - Current	<div>Senior System Engineer</div> <div>Infosys</div> <ul style="list-style-type: none">• Technically skilled in Salesforce Marketing Cloud and possess good understanding of platform capabilities with experience of working in multiple engagements• Involved in analyzing, building & deploying marketing project for more than 10 business units• Strong knowledge of email compliance regulations such as CAN-SPAM, GDPR, CASL, and CCPA as well as email deliverability best practices• Use Automation Studio to execute multi-step marketing and data management activities on immediate, triggered or scheduled basis• Translate marketing campaign requirements into business rule definitions, business process
-------------------	--

- documentation, and technical requirements for campaign specialists and/or development team
- Hands on experience in modules like (Email studio, Automation studio, Content Builder, Journey Builder, Query Studio, Analytics Builder & Contact Builder)
- Conduct post-campaign analysis, campaign pre-planning, or ad hoc analysis in BI tools such as Intelligence Reports/Datorama in some cases prepare Excel-based reports as required for stakeholders
- Create concise, quality documentation for requirements and system design that supports business and technical team requirements
- Assisting and Resolving issues raised by Marketing Cloud clients and partners
- Monitoring and diagnosis of systems using tools like Instana, Grafana and Kibana for optimal performance
- Providing input and recommendations around campaign strategy, processes, briefing, technical requirements, QA, and execution
- Reporting and analyzing email activity using Email Studio reports and Journey Builder and have proficiency with Data Views and Discover Reports within Analytics Builder
- Contributing to successful Design and Delivery of SFMC implementations
- Reporting and analyzing email activity using Email Studio reports and Journey Builder
- Work/support business users to understand issues, develop root cause analysis and work with team for development of enhancements

2021-03 -
2022-04

System Engineer

Infosys

- Resolving issues and escalated problems with knowledgeable support and quality service.
- Designing and implementing automated email/mobile journeys using Email Studio, Mobile Studio, Automation Studio and Journey Builder, and advise clients on how to optimize further .
- Ensuring the automation platforms have the data, functionality, and business rules required to

deliver highly personalized and dynamic multi-channel campaigns.

- Providing input and recommendations around campaign strategy, processes, briefing, technical requirements, QA, and execution.
- Creating concise, quality documentation for requirements and system design that supports business and technical team requirements.
- Generating reports and insights to provide visibility of campaign performance.
- Data management (incl. segmentation analysis, list management, and audience creation in the Salesforce CRM).

2020-11 -
2021-03

System Engineer Trainee

Infosys

- Extensive training on Salesforce Marketing Cloud , SQL , HTML , CSS ,JAVA , JAVASCRIPT and DevOps .
- Designing and Implementing automation, journey, data integrations, data mapping, FTP for Marketing cloud application.
- Designing Automations and Journeys based on the KPIs provided

Education

2016-09 -
2020-09

Bachelor of Technology: Computer Science

Abdul Kalam Technical University - Lucknow
GPA: 87.7

Accomplishments

- Received 'Rise Insta Award' for excellent contribution in Digital Comms Team which deals with SFMC platform and CRM