

# SAURAV SINGH

[arsauravsingh@gmail.com](mailto:arsauravsingh@gmail.com) | +91-9122045747 | [GITHUB](#) | [LINKEDIN](#)

## Education

<b>Roorkee Institute of Technology, Roorkee</b> <ul style="list-style-type: none"><li>B.Tech in Computer Science and Engineering   Aggregate: <b>74%</b></li></ul>	<b>2018 - 2022</b>
<b>S.K.R College, Bihar</b> <ul style="list-style-type: none"><li>BSEB (Class XII), Aggregate: 60%</li></ul>	<b>2017 - 2018</b>
<b>Divine Light Public School, Bihar</b> <ul style="list-style-type: none"><li>CBSE (Class X), CGPA: 9.4</li></ul>	<b>2015 - 2016</b>

## Skills

C | C++ | HTML | CSS | SQL | SFMC | Linux | Windows | Wordpress | Git | Campaign Management |  
Dynamic Content | Amp Scripting | Email Personalization | Marketing Automation

## Experience

**eClerx | SFMC Campaign Specialist** **Sep' 22 - Present.**

As an SFMC Campaign Specialist at eClerx, I have been responsible for developing and executing email campaigns for our esteemed client, **PayPal**. My role involves leveraging the capabilities of **Salesforce Marketing Cloud (SFMC)** to create engaging and personalized email experiences. With a strong focus on **Amp Scripting, Automation, and Testing**. I have played a vital role in delivering successful email marketing campaigns.

### Key Responsibilities:

- Email Campaign Development:**  
Collaborated with the marketing team to understand campaign objectives, and translated them into actionable plans within SFMC.
- Content Data Extension (DE) Development:**  
Created and managed Content Data Extensions within SFMC, ensuring accurate data segmentation and personalization.
- Dynamic Content Creation:**  
Utilized AmpScripting to develop dynamic content blocks for emails, enabling targeted and personalized messaging.
- Email Operations:**  
Executed end-to-end email operations, including email creation, scheduling, deployment, and tracking.
- Testing and Quality Assurance:**  
Conducted rigorous testing of email campaigns across various devices, email clients, and browsers, ensuring optimal rendering and user experience.
- Collaboration and Communication:**  
Worked closely with cross-functional teams, including marketing, design, and development, to align campaign strategies and ensure seamless execution.

## Internships

<b>NMR Enterprises   Web Developer intern</b> <ul style="list-style-type: none"><li>Maintain <b>websites and applications</b>, including content updates, <b>account administration</b>, feature enhancements, and regular upgrades to <b>ensure web security</b> and system usability.</li><li>Deals With Clients And Made websites according to their need for them.</li></ul>	<b>Sep' 20 - March' 21.</b>
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## Projects

<b>Library Book Management System</b> <p>I have developed the backend for the library Book management using technologies like <b>Node.js, Express, RestApi, MongoDB, Postman, Oops</b> and some core concepts of DBMS. Where we can add a Book, remove a Book, Find a book and track the Authors, Pages and Category of the Books Which is available in the library.</p>	<b>April' 22</b>
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## Academic and Extracurricular Achievements

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- Qualified the **Microsoft AI** Classroom Series Contest with a **score** of greater than **90**.
- **Top 3rd** in District Robotics Race Competition Organized by **A.I.C.R.A.**
- **Contributed** as a **Threat Intelligence** Response Team Member to **Crime Free Bharat**