Shivkumar Katap

Technical Lead

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OVERVIEW

- 2 years of experience in Digital Marketing & Ad Quality.

- Track the website traffic flow and provide internal reports regularly.

- Drive website traffic and acquire leads.

- Review of tags & sites for unwanted ads & decode the source through logs.

- Classification of creative as per type of ad & Categorization of URL.

- 3.5+ years of experience in Salesforce Marketing Cloud Implementations.

- End to End Digital marketing campaign execution

- Work experience on Salesforce Marketing Cloud tools: Email Studio, Contact builder, Automation Studio, Journey Builder, and Web studio.

- Email migration between BU's. Process migration using package manager.

- Query and Filter Activity to perform segmentation.

- Worked on SFMC Configurations/Customizations which includes FTP, Lists, Setup of Account Configuration, Send Classifications Interactions, Sender Profiles and Customer Journeys.

SKILL SET

- **CRM**: Salesforce Marketing Cloud
- **LANG/TECH**: Content Builder, Automation studio, Journey builder, Amp-script, SSJS, HTML, CSS JavaScript, On-Page SEO, Off-Page SEO
- **TOOLS:** MS Office, Google Analytics, Google Search Console, Keyword Planner, Confiant & TMT

EXPERIENCE

- **Technical Lead** @ Infobean Cloudtech (Formerly Eternus Solution), Pune.

  April 2021 – Till Date

- **Contractor** @ Pubmatic India Pvt. Ltd., Pune.

  Sep 2019 – Dec 2020

- **Web Marketing Executive** @ Million Insight, Pune.

  May 2018 – Aug 2019

- **Web Marketing Executive** @ <u>Wiseguy Reports</u>, Pune.

  Feb 2017 – April 2018

PROJECTS

Project #1: USA - Insurance Company   April 2021 – June 2021

Role: Salesforce Marketing Cloud Consultant and Developer
Description: The insurance company want to target new customer & existing customer with their new marketing campaign strategies. The project focus on enabling the company to be able to setup all their transactional messaging communication from Marketing Cloud.

Responsibilities:

- Email studio, Automation Studio, Contact Builder, Journey Builder, to build 1:1 personalized campaign journeys
- Build relational data models
- One-to-One e-mails creation
- Set up automation to import daily list of updated or new customers whose policy expiry date is nearby
- Journey for promoting the policy purchase or renew by sending customers timely reminders over email and SMS

Project #2: New-Zealand – Sport Equipment Company   June 2021 – Till Date

Role: Salesforce Marketing Cloud Developer
Description: A New-Zealand based popular sport equipment company planning to run a campaign for promoting their different product & events. The company wants to send variety of newsletter to subscriber who have registered. The client also wants to opt-out from specific list that he is using for client communication.

Responsibilities:

- Account Setup, setup of Business units, users and permissions setup for Marketing Cloud
- Setup and Configuration of **Sender Authentication Package(SAP)**
- Creation of email templates which include **Interactive Email Form**
- Creation of Unsubscribe Center Cloudpage using SSJS & AmpScript
- Development of Subscriber Form & Thank you cloud pages
- **Journey builder** – Welcome Journey for New Subscriber
- Automation to sync data from CRM and segment the data to store in different data extensions using SQL Query activities.

EDUCATION

- **B.E. in Information Technology (Pune University).**

  International Institute of Information Technology, Pune (2015 Passout)

Declaration -

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Date:

Place: Pune

                                                                          (Shivkumar Katap)