

**Pawar Praful Shivajirao**

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**Career Objective:**

To seek a responsible position in the organization where my knowledge can be shared and I can have an opportunity to gain knowledge of wide range of technologies and thereby constantly upgrading my knowledge base and serve the organization to best of my capabilities.

**Salesforce Certifications:**

- Marketing Cloud Email Specialist
- Marketing Cloud Administrator
- Marketing Cloud Developer
- Pardot Specialist

**Experience Profile:**

- **3 Years** at Extentia Information Technology: Working as Software Developer.
- **1 Years** at Deloitte Consulting India: Working as SFMC consultant.

**Salesforce Technical Skills:**

- **Salesforce Marketing Cloud:**
  - Fresh SFMC Org setup and multiple business units setup configurations.
  - SFDC to SFMC Connector set up and object syncing.
  - Responsive HTML email template creation.
  - Outbound/Inbound SMS and its response creation in MobileConnect/Content Builder.
  - Cloudpages and Custom Preference Center page creation
  - Email templates and Dynamic content creation.
  - SFMC REST and SOAP APIs.
  - Analytics builder configuration to pull visitor behaviour on web pages.
  - Journey Configurations using custom and standard activities.
  - Automation set up to segment data using SQL queries, import and SSJS activities.
  - Custom Frequency capping configuration.
  - Multi-channel campaign set up.
- **Salesforce Pardot:**
  - Fresh Pardot Org set up, Admin tab and various types of Connector configurations.
  - Automation Rule, Segmentation Rules, Dynamic List, Completion actions set up.
  - Pardot Marketing content(like emails, Forms, Form Handlers, Layout Templates, Landing pages, Dynamic content, Custom Redirects etc.) creation.
  - Pardot Engagement program creation.
- **Sales Cloud:**
  - Custom Object creation and custom field creation with permission sets.
  - Basic knowledge of Apex, SOQL and LWC, Process Buidler, Flow and Approval Process Configuration

**Educational Qualification:**

Degree	Institution / University / Board	Year of Passing	Gross %
SSC	Mahatma Phule High School, Nanded	2012	87.09%
HSC	Yeshwant Mahavidyalaya, Nanded	2014	70.46%
B.E.	VidyaPrathisthan's Kamalnayan Bajaj Institute of Engineering and Technology, Baramati	2018	69.11%

## **Project Profiles:**

### **Project Name: SFMC Data Colada Diabetes SMS Campaign**

Used studios: Automation studio, Journey builder, Content builder, Contact builder and Mobile connect.

The main aim of the project was to perform the weekly based SMS Campaigns and update the tracking data of an SMS sends like SMS text, SMS delivery status, etc back to the Sales cloud. Also Handled the SMS subscribe and unsubscribe based on the keywords. My role was to configure the Automations to get the targeted Audience and configure the Journey to send an SMS and updates the tracking data of an SMS.

### **Project Name: SFMC EBP Event Registration Journey**

Used studios: Automation studio, Journey builder, Content builder, Contact builder, Email studio, Web and Mobile Analytics.

EBP had multiple events organized per year, and they wanted to build the engagement with the customer using the advance personalized Emails and Journey where they can send the emails based on the user action like event registration, event cancellation, attended, etc. also they want the event-based user to subscribe and unsubscribe and reflect the tracking data back to the Sales Cloud. My role was to configure the Automations to get the targeted Audience and configure the Journey to send them personalized emails. I have also done the Analytics builder set up to track the visitors on their web-pages from Marketing Cloud.

### **Project Name: SFMC Data Colada Eye Recall Reminder and Activation Alert Campaign**

Used studios: Automation studio, Journey builder, Content builder, Contact builder, Email studio and Mobile connect.

The main aim of the project was to send reminder Emails and SMS based on their reminder date. My role was to configure the Automations to get the targeted Audience and configure the Journey to send Emails and SMS and also configured the keyword-based response for SMS if any contact responded to SMS.

### **Project Name: SFMC Kaplan University Journey**

Used studios: Automation studio, Journey builder, Contact builder and Email studio

The main aim of the project was to build a journey to interact with the polytechnic diploma student based on their data and academic year. My role was to configure the Journey which sends emails to the student based on their academic year.

### **Project Name: SFMC Teach First DC & Offers Marketing Cloud Journey**

Used studios: Journey builder, Content builder, Contact builder and Email Studio

The main aim of the project was to build a journey to send personalized emails to the teachers. My role was to create an Email Template with personalization in it. Also configured the Dynamic Sender Profile for this.

### **Project Name: SFMC CapShift Preference Center**

Used studios: Automation studio and Contact Studio

Configured the Automations to pull the audience and dump in respective Data Extensions.

### **Project Name: SFMC Pracedo Email Template Creation**

Used studios: Content Builder

The main aim of the project was to configure the responsive email templates. My role was to create different content blocks and a responsive Email Template.

### **Project Name: Pardot EBCE Product Campaign and Web-pages tracking**

Used studios: Automation Rule, Pardot Campaign, Engagement Program, Email templates

The main aim of the project was to send an email to the prospects in a SF campaign and drive them further based on their responses. They also want track the visitors on their website. My role was to configure the automation rule and engagement program for these campaigns.

**Project Name: SFMC Data Colada Custom Unsubscription Center**

Used studios: Web Studio

The main aim of the project was to create an custom unsubscribe center which will be I-framed on the web-pages so that campaign members can update their subscription. My role was to create an cloud page which updates the fields in the data extension and also in the Sales side.

**Project Name: Paypal SFMC asset migration**

Used studios: Automation studio, Journey builder, Content builder, Contact builder, Email studio, Mobile studio, Web studio.

Paypal is a multinational financial technology company operating an online payment system in the majority of countries. They communicate with their customer using SFMC and Pardot. They want to migrate the assets from one SFMC/Pardot instance to another SFMC/Pardot instance.

My role was to migrate the SFMC assets like journeys, automations, data extensions, email, SMS, and many other assets from the zettle SFMC instance to the Paypal SFMC instance.

**Project Name: WM Smart Truck Automation and Journey**

Used studios: Automation studio, Journey builder, Content builder, Contact builder, Email studio.

WM Smart Truck helps to create cleaner, safer communities while giving more visibility into services and billing. They want to send an email to their customer if any incident happened while collecting their garbages and inform them about the charges based on the incident like container overage, waste in the wrong container, etc.

My role was to configure the Automation to get the targeted Audience and configure the Journey to send an email. I have also created the automation which sends the tracking data back to the sales cloud.