



NOORUDDIN MUJAWAR

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PROFESSIONAL SUMMARY

Hey! I am a Certified Salesforce Marketing Cloud (previously ExactTarget) Consultant. I have 6+ years of experience in implementing projects/campaigns on Salesforce Marketing cloud. I am quick learner have analytical mind and adaptable to new technologies. I have experience in client facing role; I am fluent in troubleshooting issues and also have keen eyes on finer details. I love to take responsibilities, make quick decisions, solve problems and help anyone with difficulties in their work.

SKILLS

- Troubleshooting/Solutioning
- Salesforce Marketing Cloud Campaign Management
- Multi-tasking
- HTML, CSS, Media Queries, AMPSCRIPT, Basic SSJS
- Tracking, Reporting, Analytics
- Setup/Testing of Journey Campaigns
- Training/Documentation
- Dreamweaver, Photoshop, Sublime etc.
- SQL, Data Management.
- Project Management
- Mobile Studio
- Marketing Cloud Connect
- Understanding of Web Services – XML, Json (Rest, Soap API's)
- IP Warm Up
- Salesforce Object Management
- Alterian Database management.
- Email on Acid, Litmus Testing
- Automation, Reporting
- Troubleshooting
- MS-Office
- Root Cause Analysis
- Operational improvement
- Supervision

WORK HISTORY

SFMC Campaign Manager/Team Lead -

Uplers Solutions Private Limited - Remote – 04/MAR/2021 – CURRENT

- Managing multiple projects with a team of SFMC campaign executives, and SFMC campaign managers.
- Training and guiding team members to learn and enhance Marketing cloud and related technologies.
- Managing frontend and backend tasks of SFMC
- Creating and assigning tasks to subordinates.
- Providing strategy and implementation guidelines to client.
- Creating Monthly and Quarterly feedback reports and measuring KPIs for the team members.
- Host meetings for technical guidance or taking feedbacks.
- Working independently on projects and also managing some projects

as a team.

- Specialised in Ampscript, SQL, campaign Management, data management, Journeys, Automations etc.

Senior Implementation Consultant -

ListEngage LLC - Pune, Maharashtra – 01/JAN/2017 – 03/MAR/2021

- Coordinated and managed internal projects and assignments to deliver seamless rollout.
- Cultivated project timelines, documentation, processes and updates to develop and manage tactical plans.
- Configured data model and have good understanding of Contact Builder.
- Provided technical guidance and support for managing and/or troubleshooting campaigns.
- Prepared campaign status reports by collecting, analyzing, and summarizing information and trends.
- Assigned duties, responsibilities, and spans of authority to team.
- Worked as liaison between internal team and clients.
- Hosted meetings with stakeholders to learn their requirements and provided solutions.
- Upskilling of team members via online and offline training sessions.
- Worked on all capacities, i.e as Team lead, Developer, Consultant, Specialist and Mentor.

Implementation Consultant

ListEngage LLC - Pune, Maharashtra - 01/JUN/2016 – 31/DEC/2016

- Worked with Automation Studio, Email Studio and Journey Builder for campaign management, data configuration and account configuration.
- Email Set-Up/Builds, Production, and Deployment (End to end Campaign Management.).
- Setup data related activities such as file transfer, imports, data extracts.
- Hand-coded dynamic HTML and CSS emails based on PSD's/ASF's/CRF's
- Created Landing pages (Microsites)/Cloud Pages.
- Responsive Newsletter Designing across different BU's in Enterprise Accounts.
- Hands on writing and troubleshooting Complex Ampscript codes.
- Deployed campaigns using Guided sends, Triggered sends and also using A/B Tests.
- Cross Browser Testing using Litmus, Email on Acid.
- Created responsive email templates.
- Generated reports using Discover Reporting tools and also from

Tracking Tab.

Back Office Executive

ListEngage LLC - Pune, Maharashtra - 23/MAR/2013 – 31/MAY/2016

- Data Research and Mining
- Web Scrapping
- Email Development
- Back Office work.

EDUCATION

Masters: Business Administration, Information Technology

Certified Salesforce Email Marketing Specialist

Certified Salesforce Marketing Cloud Consultant