

# NIKHIL SHARMA

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## OBJECTIVE

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Software Engineer with 3 years of experience in the Salesforce ecosystem, specializing in executing marketing campaigns, managing data integrations, and delivering technical solutions using Salesforce Marketing Cloud and other Salesforce clouds. Seeking to leverage expertise to drive impactful results in a challenging technical role.

## EDUCATION

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**MBA in Finance and Marketing**, Barkatullah University 2021 - 2023  
**Bachelor of Technology in Computer Science**, RGPV University 2017 - 2021

## KEY SKILLS

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<b>Technical Skills</b>	SFMC, JavaScript, SQL, API, SSJS, AMPscript, Html, CSS, CDP, CRM
<b>Business Skills</b>	Leadership, Agile, Problem Solving, Mentorship, Resource Management, Software Design
<b>Tools</b>	Jira, Git, Jenkins, Postman, Figma

## EXPERIENCE

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**Publicis Sapient** Dec 2021 - Present  
Associate Technology L2 *Pune, Maharashtra, India*

- Led the development and optimization of email campaigns, customer journeys, and marketing strategies using Salesforce Marketing Cloud, resulting in improvements in engagement and overall campaign performance.
- Implemented advanced AMPscript and Server-Side JavaScript (SSJS) solutions to deliver personalized content and automate complex workflows, enhancing campaign efficiency and effectiveness.
- Received a Certificate of Appreciation from Publicis Sapient for being a Subject Matter Expert, recognized for exceptional mentorship and guidance provided to the Marketing Cloud batch.
- Integrated Salesforce Marketing Cloud with external systems via API, ensuring seamless data synchronization and real-time marketing triggers, streamlining operations and improving responsiveness.
- Designed and managed data models in Contact Builder, utilizing advanced segmentation techniques to target and personalize communications, leading to improved customer retention.
- Conducted in-depth performance analysis and reporting using SFMC's analytics tools, providing actionable insights that drove data-driven decision-making and continuous improvement.

## PROJECTS

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**Stellantis:** Led the development and optimization of marketing cloud solutions for Stellantis, including the design and implementation of campaigns, implemented personalized content and automations, integrated SFMC with external systems via API, mentored junior developers on best practices involved in campaign management.

**The Container Store:** Developed and implemented end-to-end campaigns and administrative solutions. Worked closely with the US team to ensure seamless and timely campaign delivery.

**Tapestry:** An e-commerce luxury brand, developed campaigns and Utilized Sfcc to enhance customer experiences, worked with the accounts team to implement shopper login API system, integrating email and OTP based login.

## TRAINING AND CERTIFICATIONS

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**Certifications:** Salesforce Certified Marketing Cloud Email Specialist, Salesforce Certified AI Associate, HackerRank Certified JavaScript Intermediate, Distributed SQL, Google Fundamentals of Digital Marketing

**Trainings:** Successfully completed SFDC, SFCC, SFMC and Bloomreach Trainings organized by Publicis Sapient