



SWAPNIL LOHAKARE

SFMC Developer

Profile Summary

- Seasoned SFMC Developer with over 3 years of specialized experience in Salesforce Marketing Cloud and a robust background exceeding 4 years in the IT industry with renowned MNCs, including Accenture and Shekru Labs . As a versatile professional, I have successfully navigated diverse domains such as Tourism, e-Commerce, and Insurance.
- Expertise spans the full spectrum of Salesforce Marketing Cloud Studios, including Email Studio, Mobile Studio, Web Studio (Cloud Pages), Automation Studio, Content Builder, Contact Builder, and Journey Builder. This comprehensive skill set underscores my ability to drive impactful marketing initiatives across various industries.
- Committed to delivering results, I bring a wealth of experience and proficiency in leveraging SFMC tools to optimize marketing strategies and campaigns.

Contact

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CORE COMPETENCIES

- SFMC Email Studio (3+ years)
- Mobile Studio
- Automation studio
- Journey Builder
- Web Studio - Cloud Pages
- Ampscript (3+ years)
- Contact Builder
- DE & Lists
- SQL Query
- Various SFMC testings
- HTML
- Salesforce CRM
- Basics of APEX & Visualforce

Academic Details

- **Bachelor of Engineering**
Sinhgad Institute,
Savitribai Phule Pune University

Language

- English
- Hindi
- Marathi

Work Experience :

Shekru Labs India Pvt. Ltd.

It is a prominent Digital Marketing Company in India having bussiness worldwide.

Designation : Senior Software Developer

Profile : Marketing Cloud Developer

Aug 2020- Present

PROJECTS :

1.A leading Tourism Organization in UK :

Tourism industry arranging domestic tours and International Tours having major focus on India , West Asian Countries primarily Dubai , S-E Asian counties and Europe.

They were also having business in Forex Exchange.

As tourism industry major digital marketing activities includes Information about upcoming tours , Long Weekend trips, Summer Holliday Packages , Christmas- New year Trips and Forex information.

- Managed end-to-end marketing automation campaigns, ensuring effective and timely execution.
- Implemented AMPScript, Personalization string and Dynamic content blocks to tailor messages based on subscribers' expenditure capacity, holiday preferences, geographic location, and other interests.
- Use most of the Automation Studio activities for more effective and efficient marketing campaign.
- Leveraged SQL knowledge and Data Views for targeted data retrieval and analysis, optimizing campaigns for precise targeting.
- Crafted comprehensive Customer Journeys encompassing pre-trip, during-trip, and post-trip communications.

- Developed diverse email campaigns for special occasions such as birthdays, wedding anniversaries, summer holidays, festivals, and specific events in particular countries.
- Utilized Web Studio-Cloud Pages to design feedback forms, leveraging the gathered information for subsequent email campaigns.
- Employed Content Detective and A/B testing methodologies, significantly boosting the productivity of email campaigns.
- Demonstrated proficiency in reading and editing HTML/CSS code for precise campaign customization
- Collaborated seamlessly with marketing representatives, gaining insights into campaign briefs, clarifying requirements, and ensuring the success of each campaign initiative.

2. A leading E- Commerce Brand in UK:

It was e-commerce brand having operations mainly in UK. E-commerce brand has primary products as a kids clothing. Our email marketing activity were involves Birthday campaign, New Arrival Campaign, Seasonal Arrival Campaign and other engagement activities.

- Created Data Extensions and crafted email content with dynamic content blocks, HTML blocks, and image blocks for personalized customer experiences.
- Implemented marketing automation campaigns by identifying target segments and creating engaging emails and landing pages.
- Created Journey for seasonal arrivals before summer and winter season.
- Utilized AMPscript functions to enhance customer experience and displaying relevant customer data.

Accenture Solutions Pvt. Ltd.

Accenture is leading MNC headquartered in Ireland having offices worldwide.

Profile : Application Development Analyst

Dec 2016 - June 2018

Project : A major Insurance Company in Germany

As a Software tester perform following activities

- Test Planning: Develop comprehensive test plans based on project requirements and design test cases and strategies.
- Test Case Design: Create detailed test cases, covering various scenarios using automation tool TOSCA.
- Test Execution: Execute test cases using automation tool TOSCA.
- Requirements Extraction: Collaborate with client to gather and document business requirements for software testing.

Declaration :

I hereby declare that all information provided is true and accurate to the best of my knowledge and I bear responsibility for correctness of above-mentioned information.

PLACE : PUNE

NAME : SWAPNIL LOHAKARE