

JAYDEEP PATEL

Salesforce Marketing Cloud Developer

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OBJECTIVE:

To obtain a job within my chosen field that will challenge me and allow me to use my education, skills and past experiences in a way that is mutually beneficial to both myself and my employer and allow for future growth and advancement.

PROFESSIONAL SUMMARY:

- Salesforce Marketing Cloud Professional with 2.10 years of IT experience.
- Currently working with **Barclays Global Service Center Private Limited – Chennai as SFMC Campaign developer** and responsible for implementing and initiating marketing activities and campaigns.
- Implemented end-to-end solutions for complex nurture campaigns to deliver personalized interactions with customers.
- Specialized in designing and deploying B2C Email marketing campaigns by using Journey Builder, Automation and Email Studio.
- Specialized in configuring emails, Data Extensions, good knowledge in using AMPscript for personalizing content of Emails and cloud pages.
- Specialized in segmenting customers based on campaign requirements using complex SQL Queries.
- Specialized in A/B testing using both subject line and templates. Also, creating detailed reports from the account sends a summary inbuilt for further analysis.
- Utilizing Marketing Cloud's inbuilt reports to track campaign effectiveness and produce actionable insights to drive the campaign performance.
- A dynamic team player with excellent interpersonal, communication and organizational skills.

TECHNICAL SKILLS:

Marketing Tool	Salesforce Marketing Cloud
Language/Script	SQL, AMPscript, HTML
Database	Oracle, SQL server
Analytical Tool	MS Excel
Project Management Tool	Jira

PROJECT EXPERIENCE 1:

Company	Barclays Global Service Center Private Limited
Duration	April20 to Till Date
Designation	SFMC Campaign Developer
Domain	Digital Marketing, Email Marketing
Responsibility in Project	<ul style="list-style-type: none">• Worked on Covid project where 24 campaigns were delivered.• Build technical documentation called as “Campaign Requirement Document” CRD for the Business team for requirement gathering.• Develop, implement and optimize email marketing programs with an emphasis on automation with the various functionalities which includes query activities, File drop, imports, file transfers, email sends etc.• Work with Data Relationship Managers to ensure flawless delivery of timely, relevant email campaigns.• Validate functionality and rendering across devices, clients, and browsers using tools such as Litmus.• Facilitate the creative testing review and approval process.• Assure proper formation of all URLs and links within the emails, to enable accurate tracking of email response and subsequent web activity.• Ensure that the proper creative versions are assigned to the suitable target audience lists..• Designing and configuring one to one customer journeys using Journey builder tool to nurture engagement with contacts.• Configure email using AMPscript to provide custom functionalities and include dynamic content for subject lines and body templates, retrieve customer data from Data Extensions to render personalized communication with contacts.• Monitoring the Campaign success through Journey email tracking and Inbox tools dashboard timeline and Return Path monitoring.• Using INSOMNIA for checking the trigger send definition, in that audited the Culture Code of users.

PROJECT EXPERIENCE 2:

Company	Bajaj Finance Ltd-Pune [23July18 – 31March20]
Designation	MANAGER - PAYMENTS - CREDIT CARDS, Sub Department - Sales
Domain	Digital Marketing
Responsibility in Project	<ul style="list-style-type: none">• Creation Data Extensions to manage, organize and segment subscriber’s data.• Creating and configuring paste HTML Emails, Guided Send, Automation Send.• Designing and configuring one to one customer journeys using Journey builder tool to nurture engagement with contacts.• Leveraging Automation studio to automate the various functionalities which includes query activities, File drop, imports, file transfers, email sends etc.• Using AMPscript to retrieve customer data from Data Extensions to render personalized communication with contacts. Used dynamic content for subject lines and body templates.

	<ul style="list-style-type: none"> Monitoring the Campaign success through Journey email tracking and Inbox tools dashboard timeline and Return Path monitoring. Liaising with multiple stakeholders to deliver projects, number & KPIs along with ensuring fast-paced development & closure of new initiatives. Build technical documentation for the business team for easy navigation and access.
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EDUCATIONAL DETAILS:

Degree	University/Board	Year of Passing	Percentage/CGPA
B.E (Computer Science Engineering)	Chameli Devi Group of Institutions, RG TU	2018	7.06
HSC	M.P Board	2014	68.6%
SSC	CBSE	2012	7.2

ACHIEVEMENTS:

- Awarded the **GOLDEN SHIELD AWARD** for delivering “New Customer Engagement” journey before the deadline with 0% error rate in June-19 from Bajaj Finserv Ltd.
- A+ rating** based on exceeding expectations & KRA achievements in March 2019 from Bajaj Finserv Ltd.
- Awarded the **SHINE AWARD** from Bajaj Finserv Ltd.
- Received **Global Recognition** for demonstrating our **Value of Service** from Barclays Global Service Center Private Limited on 07Oct2020.
- Received **Global Recognition** for demonstrating our **Value of Respect** from Barclays Global Service Center Private Limited on 29Oct2020.
- Received **Global Recognition** for demonstrating our **Value of Excellence** from Barclays Global Service Center Private Limited on 22Jan2021.

PERSONAL DETAILS:

Permanent Address:	96, Baheti Colony, Gali No 2., Sanawad, (M.P) 451111
Current Address ::	Flat No C 404 Shreeram Soc Dhanori Pune Nr City Nursing Home Pune 411015 Maharashtra
Date of Birth ::	28 th July 1996
Sex ::	Male
Nationality ::	Indian
Marital Status ::	Married
Passport No ::	U1362299