



VISHALKUMAR PATIL

Salesforce Marketing Cloud Email Specialist

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Summary

Immediate joiner. With over **4.5 years** of dedicated involvement in Salesforce Marketing Cloud, I bring a wealth of technical expertise as a marketing automation specialist. I am deeply committed to fostering trusted relationships with clients, vendors, and colleagues alike. My mission is to enable modern marketers and organizations to achieve success, drive innovation, and attain business value through effective utilization of marketing automation and technology. With a robust background spanning over 14 years as an Email Marketer, I bring extensive expertise and a proven track record in various marketing domains, enriching my ability to deliver exceptional results. I have designed and executed SMS campaigns with MobileConnect and push notifications with MobilePush, effectively segmenting audiences and analyzing performance metrics to optimize future campaigns. Additionally, I have integrated Mobile Studio with other SFMC tools for cohesive cross-channel marketing strategies and automated mobile messaging workflows.

Experience

Skylex Technologies Pvt Ltd

Pune

Team Lead

09/2019 - 01/2024

- Configured & executed Email data-driven campaigns.
- Deployed marketing campaigns using Salesforce Marketing Cloud.
- Excellent knowledge of SQL fundamentals, data structures, and data modeling.
- Well-versed with studios like Email Studio, Automation Studio, Journey Builder, and Contact Builder.
- Performed A/B Testing on emails to ensure that they render on various browser combinations.
- Developed landing pages using HTML, CSS, and AMPscript.
- Creating the Sender profiles and Delivery profiles and also send classifications before sending the emails.
- Creating users, Business Unit, SFTP setup, and managed user roles.
- Used FTP locations to upload and download documents.
- Working on Marketing Cloud Connect. Designed and executed SMS campaigns with MobileConnect and push notifications with MobilePush, segmenting audiences and analyzing performance metrics to optimize future campaigns.
- Day-to-day support of specific platforms & custom applications for self-deployment clients. Integrated Mobile Studio with other SFMC tools for cohesive cross-channel marketing strategies and automated mobile messaging workflows
- Worked on Dynamic Content Emails using content builder
- End-to-end client communication management.
- Worked on Import Activity, Data Extract Activity, Filter Activity, Query Activity, File Transfer Activity
- Providing solution to clients on Email Studio, Journey Builder.
- To monitor the campaign post-deployment to validate completion.

Skylex Technologies Pvt Ltd

Pune

Marketo Specialist

01/2017 - 08/2019

- Strategize & work with client's marketing team to develop and execute demand generation activities to propel and nurture leads promoting products and services.
- Making sure qualified leads (MQLs) are delivered to Sales and further engage with them to convert MQLs to SQLs advancing towards generating opportunities.
- Seek client approvals at every stage while developing marketing materials.
- Deliver marketing campaigns to target list with the right content at the right time.
- Work with cross functional team to deliver marketing programs/campaigns using Marketo / Marketing automation tool.
- Personalize the buyer's journey based on product interest and contact/customer types.
- Support clients Partner activities with external vendors & hosts to source event attendees and send marketing comms based on product fit & interest and further market the solution to catch buying intent following email marketing best practices, GDPR, compliance.
- Building Use cases, flows, advance customer journeys taking feedback from stakeholders and client to drive value for the business.

Experience

InboxOpsMasters System Pvt Ltd

Pune

Email Marketing Specialist

11/2013 - 12/2016

- Email Campaign Management: Manage email campaigns for business development, focusing on lead generation and revenue growth.
- Performance Analysis: Analyze revenue trends, and generate performance reports on metrics like CPM, CPC, CPA, CPL, and EPC to assess campaign success.
- A/B Testing: Design and implement A/B tests to optimize subject lines, email content, and calls to action.
- Daily Monitoring and Optimization: Conduct daily monitoring and analysis to identify opportunities for campaign optimization and implement strategic adjustments.
- Email Deliverability and Inboxing: Provide consulting on email inboxing issues and conduct routine deliverability audits to ensure high inbox placement rates.
- Infrastructure and Reputation Management: Manage email infrastructure, including domain and IP setup, and oversee domain/IP warmup and reputation.
- Data Segmentation and Content Analysis: Use data segmentation to create targeted campaigns and perform content analysis to ensure alignment with marketing goals.
- Strategic Partnerships: Develop strategies and plans for high-volume email partners, ensuring effective email deliverability and coordination

Faraji-E-Consulting Pvt Ltd

Pune

Software Engineer

01/2010 - 10/2013

- Administration/Installation/Configuration and Troubleshooting of Linux Operating Systems
- Configuring SMTP account DNS management, working with Domain services for IPDomain
- Hands-on experience in ESP accounts configuration, domains configuration

Skills

Tools / Technology: · Salesforce Marketing Cloud · Marketing Automation · Automation studio · Journey Builder · Email Marketing · Web Studio · Content Builder · Email Studio · Mobile Studio · Contact Builder · AMPscript · SQL · Adobe Marketo · HTML/CSS

Projects

Marketing cloud implementation for an Education Firm

A reputed Education firm offers different courses online for students across global. Designed data model, journeys for lead capturing, customer nurturing, re-engaging custom preference and unsubscribe landing pages. Created various emails and managed data extensions.

- Worked on SFMC Multi-Org to connect to CRM
- Worked on Link capture logic with amp script to capture the details to CRM.
- Worked on various Lists and data extension creations.
- Worked on Dynamic Content Emails using content builder.
- Providing solution to clients on Email Studio, Journey Builder.

Marketing cloud implementation for a Telecom Company

Client had various telecom products to which cloud pages creation was necessary. Created various emails and managed various lists and data extensions. Used Marketing cloud connects for various aspects.

- Worked on AMP Script functionalities
- Worked on various Lists and data extension creations
- Used API calls to connect various other systems
- Providing solution to clients on Email Studio, Journey Builder

Marketing cloud implementation for a Food & Beverage Company.

It involves designing, developing and executing different types of campaigns across different channels. Company has variety of products and team is responsible for creating different email templates for different products, gathering customer's data and providing quick responses.

- Good experience on Email Studio tool.
- Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder and Email Studio.
- Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaigns.
- Worked on Import Activity, Data Extract Activity, Filter Activity, Query Activity, File Transfer Activity

Strengths



Analytical Skills

Ability to analyze performance metrics (e.g., open rates, click through rates, CPM, CPC, CPA, CPL, EPC) and generate reports to inform campaign strategies.



Problem Solving

Exceptional problem-solving skills, with a focus on troubleshooting email deliverability issues and optimizing email campaigns.



Technical Expertise

Showcase your proficiency in Salesforce Marketing Cloud, including knowledge of automation tools, scripting languages like AMPscript, SQL, and integration capabilities.

Courses & Certificates

Marketing Cloud Email Specialist — Obtained: May 2024

AD0-E555 Adobe Marketo Engage Professional — Obtained: Feb 2024

Education

University of Pune
BE (Computer Engineering)

06/2006 - 06/2008