



Name : Ravindra Shelake

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## Summary:

- Hand on experience on Journey Builder, Automation Studio, Email Studio, Contact Builder, Audience Builder, Campaign management in SFMC.
- Practical knowledge about Email studio. Maintaining subscriber database in data extensions and lists, analysis of email sends tracking information, designing emails and content blocks.
- Worked with triggered sends and automations. Creating activities to query data, to import files in the system and to extract various information from the Marketing Cloud.
- Worked on Mobile connect in Mobile Studio.
- Exposure in using and designing landing pages and web forms. Using smart capture to create interactive web pages, designing form on-submit options.
- Experience in using personalization strings, AMP script in email contents.
- A/B testing of subject lines, content, images and offers which drove higher open and click-through rates.
- Refined the Email marketing process by gathering industry best practices and assuring that legal compliance requirements processes such as CAN SPAM were integrated.
- Good understanding of SQL.
- Familiar with Agile software development methodology's, SDLC.
- Knowledge of Java, ASP.Net, HTML, CSS, JavaScript.

## CORE COMPETENCIES:

**Email Studio, Automation Studio, Dynamic Contents, Campaigns, SQL, AMP script, Journey Builder, Content Builder, Contact Builder, Data Extensions & Lists, Mobile Studio, AWS.**

## Skill Set Details:

Salesforce : Email Marketing Cloud Specialist(SFMC)  
(SFMC) Other : Java, Html-CSS, SQL, AWS.



## Organizational Experience:

**Atdiv, Pune.** June 2018 to June 2019

**Designation** : Online Business Analyst

**Profile** : Marketing cloud Developer

**Environment** : Salesforce Marketing Cloud

**Responsibilities** :

- Worked on Journey Builder, Automation Studio, Email Studio, Contact Builder, Audience Builder, Campaign management in SFMC.
- Create and execute email marketing campaigns
- Working with US & UK region clients and also handled Central region projects
- Pull list segmentation and ensure timely list import
- Optimize campaign performance through A/B testing and segmentation
- Develop email and landing page templates in support of business needs
- Develop HTML email and landing page templates from scratch
- Update existing templates with new copy as per requirement from requester
- Organize weekly status calls to discuss about open as well as upcoming projects

**Information System and Process Outsourcing, Pune.** January 2017 to February 2018

**Designation** : Technical Support Engineer

**Profile** : Marketing cloud support.

**Responsibilities** :

- Resolve desktop support and networking Issues.
- Web development.
- Keep database updated.
- Create and customize data sources for sending, including Lists and Data Extensions.
- Import data to Salesforce Marketing Cloud Lists and Data Extensions.
- Create various types of personalized email content.
- Use different tools for simple and complex segmentation.
- Day to day management of email & email campaigns.
- Management of client expectations and communication.



Degree	School/College	Board/University	Percentage
PGDAC	CDAC Know-IT, Pune	CDAC	63.20%
B.E.	SETI, Panhala, Kolhapur	Shivaji University	59.56%
Diploma	SGMRP, Kolhapur.	MSBTE	67.39%
H.S.C	Vidyapeeth College, Kolhapur.	Pune	50.67%
S.S.C.	DCNVK, Kolhapur.	Maharashtra board	67.73%

### PERSONAL DETAILS:

Name : Ravindra Shelake  
 Gender : Male  
 Nationality : Indian  
 D.O.B. : 19/09/1990  
 Permanent Address : Plot no 7/8 Jivba nana Jadhav park, kolhapur-412016  
 Languages Known : English, Hindi, Marathi

### DECLARATION:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned information.

Place: Pune