Suvarna R. Wagh

Process Specialist – Salesforce Marketing Cloud

Process Specialist in SFMC with near to 3 years of successful experience
in administrating and consulting in Salesforce. Strengths in automation and email studio
backed by training in API designing.

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Profile Summary

- A competent professional with 2+ years of experience in **Administrating, Consulting, Data Management, Process Automation and Journey Building** with merit of working with Cognizant Technologies Solution and Amazon Development Service.
- Experienced in **Architecting Marketing Cloud Data Model** that gained the company significant traction through Digital, Direct & Offline Strategic Planning.
- In-charge of managing events such as **customer focus group discussions** (FGD).
- Proficient in facilitating end to end technical support in implementing Marketing Cloud Solution for our Global customers, providing assistance on cases created by our customers, that include identifying efficiency and problem areas of Marketing Cloud.

Core Competencies

- Marketing Cloud Automation Solution	- API Designing
- Marketing Cloud Data Model Architect	- Ampscript
- Marketing Cloud Data Management	- HTML/CSS
- Journey Builder	- Java Script
- Email Studio	- SQL

Work Experience & Projects Undertaken

Cognizant Technologies Solutions.   (Jul 18 – Current)

SFMC – Process Specialist

- As Success Engineer, I am providing end to end technical support in implementing Marketing Cloud Solution for our Global customer, providing assistance on cases created by our customer, that includes identifying efficiency and problem areas of Marketing Cloud, troubleshooting their MC project issues, keep them updated about the progress of resolution via Telephone Calls, Comments.
- Have extensive experience building Marketing Automation solution using Marketing Cloud (SFMC).
- I have thorough knowledge and adhere to best practices on Email Studio, Mobile Studio, Web Studio, Automation Studio, Journey Builder, Content Builder and Contact Builder.
- Architecting Marketing Cloud Data Model, Creating and Managing Data Extensions and Lists, Data Designer, Data Sources, Importing and Exporting Campaign Send and Tracking Data.
- Extensive knowledge on debugging Email/SMS/PUSH Send issue.
- Developing custom, out of box solutions using available integrations, like API, AMPSCRIPT, SSJS and Cloud Pages.
- Journey Builder – Good knowledge on Entry Sources, Flow Controls, Activities, Salesforce Objects, implementing business automation logic.
- Knowledge on Einstein Email and Web Recommendation, implementing collect tracking code that fetches subscriber website behavior (Product View, Add Cart, Abandon Cart, Wishlist, Searches) in Marketing Cloud.
- Hands-on experience in building scalable and Personalized Email Templates, Cloud Pages using HTML/CSS, Javascript, AMPSCRIPT and SSJS.
- Hands-on experience in SQL queries to fetch Data Extension Data and Data Views.

Amazon Development Center   (Jun 17 - Jun 18)

Customer Support Associate

- Fielded customer questions regarding available merchandise, sales, current prices and upcoming company changes. Provided primary customer support to internal and external customers in fast-paced environment.
- Demonstrated computer skills for data entry and answered broad variety of e-commerce inquiries. Answered customer telephone calls promptly to avoid on-hold wait times. Adhered to quality and time-sensitive call center metrics when answering inbound phone and chat correspondence from platform sellers.

Single wheeled Self Balanced Human Transporter   (Jan 17 – Apr 17)

- Development on ARM 11 processor, hybrid wheel motor driver, gyroscope sensors, Arduino development board.
- Work based on power management unit. Power consumption, recharging, battery outage.
- Study of wattage hour performance ratings.
- Designing and developing power unit compartment.

Prototyping Segway Technology   (Jan 16 – Apr 16)

- Development on Arduino development board, hybrid wheel motor driver, gyroscope sensors.
- Programmed in embedded C.
- Designing and developing the prototype in 3D print technology.

Education

Degree	Institute/University	Year	Score %
B.E E&TC	Pune University	2013-17	66.54
Diploma E&TC	Maharashtra State Board	2010-13	68
HSC	Maharashtra State Board	2008-10	70.83
SSC	Maharashtra State Board	2008	60.76

Positions of Responsibility

- Training & handling of new joined employees in Cognizant Team & Amazon Team.
- Core Committee Member of the ETSA at PVPIT (graduation college) which was responsible for organizing Telecom Seminars. The seminar was aired on AIR.
- Cultural Head and Technical Event Head for Acclivity, techno event by JSPM group of colleges.

Hobbies

- Reading
- Listening to Music

Languages

- English, Marathi and Hindi