Ashwarya Kshirsagar

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Professional Summary

6+ years of experience in IT industry and working on Marketing cloud now.

2.5+ years of experience on Marketing Cloud.

Experience in Marketing Cloud (Email Studio, Journey Builder, Content Builder, Automation Studio)

Professional Experience

- Worked with Capgemini from July 2021 to till August 2022
- Worked with Mediserve Solutions Pvt Ltd from April 2016 to December 2018

Technical Skills & Certifications

- Technology: Salesforce CRM, Salesforce Marketing Cloud
- Programming Languages: Apex, Visual force, Amp Script, HTML & CSS
- Salesforce Trailhead: Ranger
- Certified Salesforce Administrator
- Certified Salesforce Advance Administrator
- Certified Salesforce Platform Developer I
- Certified Salesforce Marketing Cloud Administrator
- Certified Salesforce Marketing Cloud Email Specialist

Salesforce Marketing Cloud:

- Worked on Data extensions, Shared and Synchronized Data Extensions.
- Using FTP accounts and automation studio to send the email and also to maintain the data by using the SQL query activities.
- Worked on Automation Studio to send email, and to trigger the journey for sending emails.
- Handled requirements of sending messages with text and personalized content.
- Having good knowledge on data model attribute groups and linking the data extensions as per the requirements in journey builder.
- Good knowledge in troubleshooting the issues on Journey's, SQL queries and cloud pages.
- Strong development experience in Exact target, Email Studio, Automation Studio, Journey Builder, Classic Content, Content Builder, Amp script, HTML, Template, Content, SQL, Automation and Journey.

Professional Experience Responsibilities:

- Understanding the business requirement and made analysis on attribute groups that needs to have the relationships between the data extensions which satisfies the requirement.
- Worked on Data extensions, Shared and Synchronized Data Extensions
- Using FTP accounts and automation studio to send the email and also to maintain the data by using the SQL query activities.
- Handled requirements of sending messages with text and personalized content.
- Having good knowledge on data model attribute groups and linking the data extensions as per the requirements in journey builder.
- Good knowledge in troubleshooting the issues on Journey's, SQL queries and cloud pages.
- Strong development experience in Exact target, Email Studio, Automation Studio, Journey Builder, Classic Content, Content Builder, Template, Content, SQL, Automation and Journey.
- Conduct A/B tests on the Subject Lines, Emails, Preheaders and Content areas for email promotions. Identify measures of success and report on the outcome.

Project Name: Barclays - EFM

Environment: Salesforce Marketing (Email Studio, Journey Builder, Content Builder, Automation Studio).
Role: Consultant / Developer

Description: As a part of EFM, we create and customize promotional & transactional emails according to the requirement of the client. Monitoring the trends of the past and current promotional & transactional emails.

Roles and Responsibilities:

- Involved in analyzing the requirements of the application.
- Worked with Marketing managers and converting their strategy in Marketing cloud.
- Managing subscriber data, import and segmentation using a combination of Salesforce Marketing Cloud tools and database queries
- Executed day-to-day email marketing activities including, but not limited to, email campaign set-up, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns
- Conduct A/B tests on the Subject Lines, Emails, Preheaders and Content areas for email promotions. Identify measures of success and report on the outcome.
- Created Cloud Pages (Landing Pages and Microsites)
- Used Automation Studio for performing actions such as imports, exports and SQL query activities.
- Managed automated email campaigns in the email service provider platform, including setup,
- Testing, deployment, reporting.

Project Name: Healthcare Domain

Environment: Salesforce.com
Role: Salesforce Admin / Developer

- Perform detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com
- Worked on various salesforce.com standard objects like Accounts, Cases, Tasks and custom objects.
- Created Rating matrices and Rating Procedures based on the business requirements.
- Designed, and deployed the Custom objects, Entity-Relationship data model, validation rules, Page layouts, Custom tabs, Components, Visual Force Pages, flows, process builder to suit to the needs of the application.
- Worked on product configuration and attributes creation and bulk load of products based on data raptors which triggered when products are loaded into particular objects
- Worked on Process Builder to implement the complex business logic.

Core Strength:

- Ability to work effectively as a team member and independently.
- Having an understanding of the Value of Time, Cost and Quality of Work.
- I am self-motivated, quick learner and team player having excellent work ethics.

Academic Qualification

MBA from ITM University, Navi-Mumbai
BA from YCMO University
Diploma (Instrumentational Engineering) from MSBTE, Mumbai

Personal Details:
- Name   : Ashwarya Kshirsagar
- Permanent Address : Nautica C 304, Casa Rio, Palava City, Dombivli E, Mumbai - 421204
- Nationality   : Indian
- Language Known   : English, Hindi, Marathi

(Ashwarya KK)