Manisha Chaure
Senior Software Engineer

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Pune, Maharashtra 📍

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SFMC Developer with 3 years of experience specializing in Salesforce Marketing Cloud. Skilled in designing and executing complex marketing automations, data segmentation, imports, and personalized customer journeys. Proficient in delivering solutions within deadlines, communicate with clients to translate business requirements into technical solutions, and monitoring systems to identify and report issues. Seeking a challenging role to utilize my expertise in SFMC development.

WORK EXPERIENCE

Senior Software Engineer (Senior Analyst)
Capgemini Technology Services India Limited

07/2023 - Present   *Pune*
KPMG US Project:

- Worked on data management & Segementation.
- Cloud Pages: Utilized HTML, CSS, and AMP Script, Smart Capture to Design and develop lead capture forms, surveys, and event registrations forms.
- Monitor and prepare the daily health check reports of the application.
- Build journeys for Email send and to manage Campaign Members.
- Troubleshooting & Support.

Software Engineer (Analyst)
Capgemini Technology Services India Limited

11/2021 - 06/2023   *Pune*
Boeing Project:

- Automation Studio: Implemented File Drop and Scheduled Automations reducing manual efforts by almost 90%.
- Integration and API Management: Integrated Sales Cloud and Marketing Cloud allows you to have a 360-Degree Customer View.
- Email Configuration: Configure and manage email settings, sender profiles, and delivery configurations.
- A/B Testing: To optimize subject lines, content, and design elements.

EDUCATION

Bachelor of Engineering in Mechanical Engineering
SKNCOE, Vadgaon(Bk), Pune

2021   *CGPA: 8.12*

Polytechnic Diploma in Mechanical Engineering
Government Polytechnic, Aurangabad

2018   *73.29%*

Secondary School Certificate
Maharashtra State Board of Technical Education

2015   *90.60%*

SKILLS

Salesforce Marketing Cloud (SFMC)
SF Content/Contact/Journey Builder
Email Studio
HTML and CSS | SQL | AMPScript
Integration | Solution Design | SFTP
Data Management | Client Interaction
Deliverables | A/B Testing | Design & Build
Data Migration | Query Studio | Consulting
Requirements Gathering | JavaScript
Troubleshooting | Investigation
Communication Skill | Deadline-Oriented
Collaborative | Postman (API) | Data Modal
Automation Studio | Setup

CERTIFICATES

- Salesforce Marketing Cloud Email Specialist (06/2022)

- Salesforce Marketing Cloud Administrator (03/2023)

RECOGNITIONS

- Rising Star: Awarded with Rising Star in Q4, 2023 for proactively championing initiatives and excelling as an SFMC Developer.

- Best Team: Recognized as part of the 'Best Team' for collaborative efforts as a SFMC Developer, inspiring me to uphold proficiency and drive impactful outcomes, both autonomously and collaboratively.

LANGUAGES

Language	Proficiency
English	●●●●○
Hindi	●●●●○
Marathi	●●●●●