Apoorva Sharma

SeniorCampaignAnalyst - Digital Marketing

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SUMMARY

Technical Engineer in Salesforce Marketing Cloud and Data Cloud with expertise in cloud integration

KEY SKILLS

Salesforce Marketing Cloud Integration, Data Cloud, Salesforce Marketing Cloud Admin, Salesforce Associate Certified, Salesforce CRM, Salesforce Marketing Cloud, Salesforce Email Marketing Certificate, Google Ad Manager, Google Ads, Interaction studio, Facebook Ad Manager, CRM (operative one), MailChimp, SEO, SEM, Email Marketing, PPC, Programmatic, SMM, HTML, CSS, JavaScript

PROFESSIONAL EXPERIENCE

Technical support Engineer
Jan 2022- Present
Salesforce (Hyderabad)

- Working Expertise in Salesforce marketing cloud Integration.
- Delivering the knowledge and training the new joiners on Data cloud.
- Providing support to the customer on their campaign to maximize the campaign performance.
- Working and consulting the Customer over the Salesforce platforms like Sales/Service cloud and Marketing Cloud.
- Managing the escalations and resolving customer issues over the call, chat and emails.
- Working on the skills like rest, soap API and automation along with sql, ampscripts and Interaction studio.
- Proficient with Email Marketing and helping build a solid flow that guarantees the success.

Senior Campaign Analyst
Sep'21-Dec'21
ZypMedia Ltd, Noida (U.P)

- Supervising team of 3 to create the campaigns.
- Efficiently working on HTML, CSS and JavaScript to maintain and enhance the company portal.
- Working on CRM (operative one). Executing CRM campaigns to cross-sell and up-sell new and existing products subscriber.

Senior Analyst
Dec '19 - Sep'21
HCL Ltd, Gurugram

- Executed and tested the success of the campaign to yield profit. Strategized the programmatic campaign and analyzed the PPC workflow.
- Supervised the team and mentored them to create the campaigns to increase the website traffic and CTA.
- Worked with the engineering team in enhancing the user experience of webpages using HTML, CSS and JavaScript.

System Engineer
May '18 - Oct '19
Infosys Ltd, Chandigarh

- Maintained the websites of internal and external clients to increase the lead generations.
- Worked on front end technologies such as HTML, CSS and JavaScript to enhance the user interface of the webpages.

Product Engineer
July'16 - April '18
Silver Oak Health, Bengaluru

- Created websites which helped our marketing team to achieve the lead generation and website traffic.

EDUCATION

- PGPDM certifications(UpGrad Mica)
- Bachelors of Engineering in Computer Science(HKBK college of Engineering, 2012-2016)
- Passed 12th standard in 2012
- Passed 10th standard in 2010

ACHIEVEMENTS

- 5 star rating on the customer satisfaction since June in Salesforce.
- Secured 'Employee of the Quarter' for 4 successive quarters in HCL for excellence.
- Consistent 'Top Performer' in Infosys and Silver Oak Health