

# Chinmay Sangekar

Consultant at Deloitte | 4x Salesforce Certified

## Contact -

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Pune, Maharashtra

## Career Overview -

SFMC Specialist with **6.5 years** of experience in software industry, knowledge on Marketing Cloud, Marketo, Salesforce CRM and Campaign Management. Experience in Leading, Designing, Developing and Implementing projects, campaigns, support modules, product cases, reports and dashboards.

## Skill Set -

- Salesforce Marketing Cloud
- Campaign Management
- Marketing Automations
- Customer Journeys
- Analytics Builder
- Email Studio
- Mobile Studio
- CloudPages
- Service Cloud
- AMPScript
- Data Models
- SQL
- HTML/CSS
- Package Manager

## Experience -

### Consultant

#### Deloitte USI

2021 - Present

- Leading the technical aspect of the project
- Defining project goals and timelines
- Interaction with clients on daily basis to understand requirements and provide solutions
- Guiding the team with best practices
- Designed data models for customer journeys
- Worked closely with client and assured quality solutions
- Debug performance issues both client and platform level

### Senior Email Developer

#### Merkle Sokrati

2018 - 2021

- Performed day-to-day email marketing activities including email campaign set-up, testing, deployment, recurring, triggered, and dynamic content-driven campaigns
- Created User-initiated emails, setting up campaigns, A/B testing, automation, and deployment details
- Prepared and executed daily campaigns
- Developed Email templates using HTML/CSS
- Website UI design and development
- End to end campaign management

## Education -

### Master of Computer Applications

Grade A

2015 - 2018

### Bachelor of Computer Applications

Grade A

2015 - 2018

## **Certifications -**

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- Salesforce Marketing Cloud Certified Email Specialist
- Salesforce Marketing Cloud Certified Administrator
- Salesforce Certified Associate
- Salesforce Certified Administrator (SCA)
- AWS Certified Cloud Practitioner
- Salesforce Einstein AI Academy
- Hubspot Email Marketing Certified

## **Declaration -**

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I hereby affirm that the above-specified details are true to the best of my knowledge.  
I have not suppressed any material fact or information in the above statement.