SHASHIDHAR VAIJAPUR

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Objective:

To be part of an esteemed organization and utilize and enhance my skills to meet the goals of the organization and cultivate my knowledge by continuously learning in a profound workplace.

Professional Summary:

• Having **2+ years** of experience Salesforce Marketing Cloud (Exact Target) with 4 years overall IT experience

• Good working experience on **Salesforce Marketing Cloud** (Exact Target), Salesforce

• Experience in Configuring **Users**, **Roles, Profiles, Email Services, and Configuration** of **Business Units**, **Data Extract**, **File transfer**, **Import**, **Data Extensions**, **Contact builder**, **Automation studio** and **Journey builder**.

• Good experience in **Amp script** and creation of **landing pages**.

• Having basic knowledge on MC connector (SFDC and SFMC connector)

• Working knowledge in Email Marketing & Campaign Management.

• Worked on database technologies like SQL Server

• Worked with **A/B Testing** in determining the winner and publishing emails based on the result

• Good team worker and has ability to understand and adapt to new technologies and environments faster.

Technical Skills: -

• **SFMC:** Users, Roles, Profiles, Data Extract, File transfer, Import, Data Extensions, Contact builder, Automation studio and Journey builder.

• **Tool:** Exact Target (SFMC), Jira and Email on Acid (EOA)

• **Languages:** Amp Script

• **Database:** SQL Server

Certification

- Salesforce Certified Marketing Cloud Administrator [**Credential ID: 2420445]**
- Salesforce Certified Marketing Cloud Email Specialist [**Credential ID: 2507944**]

Educational Qualification:

• Master of Computer Application from R V College of Engineering, Bengaluru, under Visvesvaraiah Technological University in the year 2016

• Bachelor of Computer Application from Basaveshwar Science College, Bagalkot, under Rani Chennamma University, Belgaum in the year 2013.

• Pre-University College from BVVS INDP PU COLLEGE, Bagalkot, in the year 2010.

• SSLC from St. Anne's Convent High School, Bagalkot in the year 2008.

Work Experience:

• Presently working at Mindtree Limited. as a Senior Software Engineer from July 2021

• Previously worked at Eduquity Career Technologies Pvt. Ltd. as a Software Engineer from Dec 2017 to till May 2020.

• Worked at Bhagin Technologies as software Engineer from June 2017 to November 2017.

Projects Details:

Project Sector: Automobile Domain

Duties and Responsibilities:

• Creating dynamic emails and sending it to the respective target audience.

• Deploying emails and performing post deployment activities by creating high priority user Initiated sends for every campaign that will be scheduled using automations in Automation Studio under SFMC tool.

• Responsible for testing the email content under various domains and devices.

• Worked on automation for segmenting the audience. Worked on IP warming phase in H-D Project.

• Experience in tools across marketing cloud including Automation Studio, Contact builder and Content Builder, Journey Builder

• Working on the Approved Email templates to add the AMP Script according to the business requirements.

• Creating the Sender profiles and Delivery profiles and send classifications before sending the emails.

• Responsible for technical coordination with QA and UAT Team to explain the outcomes of the HTML emails along with the various dynamic data attributes.

• Having daily stand-up call with the team to understand the requirements of upcoming assets, target audience set up, concerns regarding the existing assets/campaign planning.

• Work with Asset Management marketing team, internal staff, and production team to plan and execute development cycle.

• Experienced in performing test for an email message using Email on Acid.

Project Sector: Educational Domain

Duties and Responsibilities:

•   Creating email campaigns using Salesforce marketing cloud, Email studio & Content builder & Amp script.

•   Have experience in creating emails in Email Studio with dynamic content and personalization, Creations of smart forms and business process in Automation studio.

•   Having daily stand-up call with the team to understand the requirements of upcoming assets, target audience set up, concerns regarding the existing assets/campaign planning.

•   Clarifies purpose and helps the team to identify goals. Maintain daily work activities and try to utilize the time optimally.

•   Develop different Email templates for implementation of dynamic email marketing program using AMP Script, HTML and CSS

•   Coordination of day-to-day email operations, building and segmenting audiences.

•   Performed Initial quality assurance on emails to ensure that they render on various browser combinations.

•   Work with Asset Management marketing team, internal staff, and production team to plan and execute development cycle.