

# Prerna Takawale

Sr Digital Marketing Associate

## CONTACT

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## SKILLS SUMMARY

### TECHNICAL SKILLS

CRM(Salesforce)  
Salesforce Lightning  
Security Model  
Email Studio  
Journey Builder  
Process Automation  
Marketing Automation  
Email Marketing  
Social Media Marketing  
Hootsuite

### PERSONAL SKILLS

Innovative thinking  
Punctual  
Leadership quality  
Good communication skills  
Learning agility: Quick learner  
Dedication and enthusiasm

### AWARDS RECEIVED

📌 Rewarded as Performer of the month Feb-2019 for giving maximum leads

📌 Stood sixth in ranking for social media pubsite for monthly visitors in the Month of Feb 2019

### CERTIFICATION

Salesforce Admin  
Ethans Tech

Marketing Cloud Email Specialist  
Trailhead (Pursuing)

Salesforce Marketing Cloud Email Studio  
Udemy

Digital Marketing  
Advanto Software

## PERSONAL PROFILE

I am seeking a competitive and challenging environment where culture of freedom and working for initiative is ensured.

## COURSE EXPERIENCE

### Salesforce Admin | Ethans Tech

- Have hands on experience on custom apps, console custom objects, custom fields
- Worked on validation rules, formulas, rollup summary fields
- Designed the sharing settings, profiles, role hierarchies, sharing rules
- Designed and created process automation using workflow, process builder
- Implemented approval processes with multi level of approvers
- Designed and deployed email templates with merge fields
- Worked on Salesforce classic as well as lightning interface

## WORK EXPERIENCE

### Email Marketing & Social Media Marketing

Machintel Systems Pvt Ltd | July 2018 to September 2020

- Manage the planning, development and execution of email campaigns for multiple brands
- Develop and execute email segmentation, acquisition, retention, and response strategies
- Prepare, test and schedule daily email to meet exact target leads
- Cleaning and manipulating large email distribution lists
- Comfortable with tight deadlines and a fast work environment
- Intermediate Excel skills
- To maintain social media presence across platforms including Facebook, Twitter and LinkedIn
- Generate, edit, publish and share daily content that encourages audience engagement and growth of accounts
- Assist with daily scheduling of content for marketing and promotion
- Work with internal departments to determine content and timing of posts

## EDUCATIONAL HISTORY

### PGDM (Marketing)

Welingkar Mumbai (Pursuing)

### Bachelor of Engineering

Dr. D. Y. Patil School of Engineering and Technology

### Diploma

MAEER'S MIT SSPP

### HSC

St. Mira's College For Girls

### SSC

Kendriya Vidyalaya