

Khayati Jain

(Salesforce Marketing Cloud Email Specialist)

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**SALESFORCE
CERTIFIED**

Marketing Cloud
Email Specialist

PROFILE SUMMARY

5 years of experience in IT industry including approx 2 years of experience on Salesforce Marketing Cloud. Hands-on experience in Automation Studio, Email Studio, Contact Builder, Audience Builder, Journey Builder, and Data Management in SFMC. Good in Salesforce Admin. Holding Salesforce Marketing Cloud Email Specialist Certification.

TECHNICAL KNOWLEDGE PURVIEW

Salesforce : Salesforce Marketing Cloud, Salesforce Admin
Markup Language : PHP, HTML, CSS
Database Language(s): SQL
Applications : Microsoft Office, Google Sheets, DBMS and WordPress
CRM and ERP : Leadsquared, Microsoft Dynamics, PLMT, Zoho, SAP and Salesforce

WORK EXPERIENCE

Organization : Anvesak
Designation : Marketing Analyst
Role : Salesforce Marketing Cloud Email Specialist
Duration : Mar-2019 to till now

- Help clients in aspect of Salesforce Marketing cloud starting from account set up to sending emails, setting up permissions and running automations.
- Development, Implement and update Automations, Audience builder, Contact Builder.
- Development of Data Extension and List.
- Creation Sender and Delivery profiles, Reply Mail Management as per need.
- Development and designing Email, SMS, push messages and Tracking reports.
- Writing and debugging SQL statements, use of Data views. Optimize metrics like opens, clicks and bounce rates.
- Implementation of personalization string.
- Creation of Journey.

Organization : ARVATO BERTELSMANN (Microsoft Process)
Designation : Inside Sales Executive (SAM & Compliance)
Duration : Feb-2018 to Nov-2018

- Handling end to end Software Asset Management and Compliance of Microsoft Products.
- Ensured clients are legitimate by investigating, observing and probing as needed.
- Responsible for generating pipeline of qualified opportunities that will feed the partners.
- Communicated regularly with territory, regional and strategic managers for daily support and strategic planning for accounts.
- Maintained weekly sales tracking and leadership reports to support operational enhancement and implement corrective actions.
- Channelize all leads, calling DB lists etc to team for execution as MQPs on CRM.
- Maintained quality assurance and compliance measures set within the organization and clients.

Organization : PARADIME TECHNOLOGIES PVT LTD (Numberz)
Designation : Customer Acquisition Executive
Duration : July 2017 to Dec 2017

- Sourcing and Mining the leads from various business directories.
- Follow up on leads and conduct research to identify potential prospects.
- Conduct a needs analysis and determine prospects pain points to determine how the solution will speak to those needs.
- Identify key buying influencers within these prospects to determine budget and timeline.
- Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel.
- Work with the Regional Sales Directors and VP of Sales to develop and grow the sales pipeline to consistently meet quarterly revenue goals.
- Manage data for new and prospective clients in LeadSquared, ensuring all communications are logged, information is accurate.
- Prepare and analyze sales pipeline reports and dashboards.

Organization : DENAVE INDIA PVT LTD (Google Process)
Designation : Customer Engagement Specialist
Duration : Oct 2016 to July 2017

- Ensured clients are legitimate by investigating, observing and probing as needed.
- Coordinated any synchronization of customer specific needs and desires with adequate product lines.
- Feed in customer information gathered during interaction into the CRM system on a daily basis to enrich quality of database and information about customers.
- Executes callouts on a specific business requirement – do after sales calls.
- Emphasize product features and benefits to prospective customers.
- Maintained quality assurance and compliance measures set within the organization and clients.
- Work closely with both Sales & Marketing to negotiate the best pricing to win business at the customer while maintaining profitability for the company.

AWARD & RECOGNITIONS

- Honoured by Vardhman Buddhjivi forum, Meerut for obtaining highest marks in BCA among Jain Students.
- Scholarship holder during MBA and BCA provided by the college trust and 2 years in standard 9th and 10th provided by the school trust.
- Won 1st Prize in The Annual All India Essay Writing Event in 2009.
- Won many competitions in Curriculum Activities.

ACADEMIA

- MBA (Marketing &International Business) from JP Group of Institutions, Affiliated to AKTU University, Meerut 2018.
- BCA from JP Group of Institutions, Affiliated to CCS University, Meerut, 2016.
- Senior Secondary from Shifaly International, Ludhiana, 2013.
- Higher secondary from Bhai Joga Singh Public School, Meerut, 2011.