



SANKET GADPAYLE

SALESFORCE MARKETING CLOUD DEVELOPER



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CAREER OBJECTIVE

Dedicated and results-oriented Salesforce Marketing Cloud Developer with 3 years of experience in designing, implementing, and optimizing marketing automation solutions. Possess a strong understanding of SFMC capabilities and a proven track record of driving successful campaigns for clients. Seeking to leverage expertise to contribute to the growth and success of a dynamic organization.

SKILLS

- HTML/CSS
- SQL
- Automation Studio
- Journey
- Mobile Studio
- AMPScript
- SSJS
- SMS/Push Creation
- Cloud Pages
- Reports and Analytics
- Datorama Reports
- Einstein STO And Copy Insights
- A/B testing
- SFMC Migration

TOOLS

- Salesforce
- Email on Acid
- JIRA/CONFLUENCE
- Visual Studio

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PROFESSIONAL EXPERIENCE

Publicis Sapient
SFMC Developer

Oct 21 - Present

Publicis Sapient
SFMC Developer

May 21 - Oct 21
(Contractual)

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ROLES AND RESPONSIBILITIES

- Managed seamless data and content migration between Salesforce Marketing Cloud instances.
- Orchestrated end-to-end execution of email marketing campaigns, newsletters, and cloud pages in Salesforce Marketing Cloud.
- Designed and executed automations and intricate customer journeys for timely and personalized email communications.
- Developed responsive email templates within Marketing Cloud, ensuring optimal engagement and deliverability.
- Automated Email campaigns for client so don't have manual intervention.
- Conducted comprehensive A/B testing and utilized Path Optimizer to optimize campaign performance and enhance conversion rates
- Proficiently managed push notifications and SMS campaigns, maximizing audience reach and engagement.
- Implemented effective campaign tagging and data segmentation strategies to enhance targeting precision.
- Demonstrated proficiency in utilizing Journey Builder, Automation, Email Studio, Cloud Pages and configuring Marketing Cloud for optimal performance.

RECOGNITIONS AND CERTIFICATIONS

- Salesforce Certified Marketing cloud Developer
- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified Marketing Cloud Administrator
- Salesforce Certified JavaScript Developer
- Learning Mindset Award in 2022
- Nominated for Embracing the Future and Partnering for Client Impact - 2023

LANGUAGE

English
Marathi
Hindi

INTEREST

Travelling
Books
Coin Collections

SHORT TERM GOALS

- Preparing for Salesforce Associate AI Certification
- Aim to be a Data Cloud Consultant in Oct 2024
- Aim to achieve Salesforce Certified Marketing Consultant Certification

- Utilized analytics data, discovery reports, SQL, and Datorama reports to track various KPIs and drive data-informed decision-making.
- Utilized the Cloud pages to visualize newsletter report in chart format.
- Expertise in executing Einstein STO (Send Time Optimization) and leveraging Copy Insights for enhanced campaign effectiveness.
- Utilized analytics data, discovery reports, SQL, and Datorama reports to track various KPIs and drive data-informed decision-making.
- Created an Automation to create Journey, Automation, Data Extension and SQL queries using SSJS and APIs.

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PROJECTS

PROJECT STELLANTIS JAN 2023 - PRESENT

SMFC Developer

FCA Italy S.P.A. formerly known as Fiat Group Automobiles S.P.A. is the Italian subsidiary of the multinational automaker Stellantis, dedicated to the production & selling of passenger cars.

Responsibilities - Handling all SFMC activities like Segmentation, Automation, Journeys, SMS/Push etc.

PROJECT ENTERGY AUG 2021 - DEC 2022

SMFC Developer

Entergy is an integrated energy company that provides electricity to 3 million utility customers in Arkansas, Louisiana, Mississippi and Texas.

Responsibilities - Handled target audience and automated email campaigns, performed A/B testing and explored Einstein STO etc.

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ACADEMICS

BE in Computer Technology

RTM Nagpur University (2015 - 2019)

Intermediate College in Science

State Board (2015)

High School

State Board (2013)