

Akash Sharma

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PROFILE

Salesforce Marketing Cloud Certified Email Developer with experience in the development and execution of marketing campaigns. Designed and developed responsive landing page/email templates that integrate with leading marketing automation and analytics platforms.

Highlights of Qualifications:

- Development of Marketing Campaign emails and Landing pages using HTML/CSS.
- Management of the design, building and execution of marketing campaigns and components in Salesforce Marketing Cloud/Adobe Campaign.
- Assessment of marketing campaign performance using A/B Testing and provide recommendations.
- Development of Life Cycle program and on-going management and optimization.
- Development, maintenance, and optimization of demand generation/retention and consumer campaigns through the management of marketing automation platform.
- Maintain and update data tracking within an organized structure for attribution modeling using Google Analytics, Google Tag Manager and any other digital purchasing platform.

EDUCATION

2018 Lambton College, Toronto, ON
PG Diploma in Computer Software and Database Development, January 2017- August 2018

2015 BIS College of Engineering and Technology, Moga, India
Bachelor's Degree in Computer Science, July 2012- May 2015

Certifications/Courses: **Salesforce Certifications**
2019 Salesforce Certified Marketing Cloud Email Specialist
2019 Salesforce Certified Administrator

Microsoft Certifications
2018 Exam 480: Programming in HTML5, CSS3, and JavaScript

W3 Schools
2018 Certified HTML5 Developer

TECHNOLOGIES

Software : Marketing Automation, Salesforce Marketing Cloud, UI/UX, Adobe Campaign, Microsoft Dynamic CRM, PHP, WordPress, Drupal, Rally, Workfront, Dyspatch, Photoshop
Technical Services: HTML/CSS/SASS/AMP SCRIPT/SQL, Responsive Email/Landing Pages, Web Design/Development, Salesforce, JavaScript, Bootstrap/Responsive design, jQuery

PROFESSIONAL EXPERIENCE

October 2020 BMO Financial Group
to Present Toronto, ON

SALESFORCE/MARKETING CLOUD EMAIL DEVELOPER

- Provide overall support and technical expertise through the advancement of email features and capabilities, staying current with best practices, and the implementation and adoption of new technologies
- Propose, design and implement solutions using email and marketing automation capabilities to meet business objectives

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- Develop and deploy complex and dynamic data-driven email campaigns from set up, to testing to launch
- Used Scrum Agile Methodology in my work (Daily Scrum Meeting, Planning Poker, Sprint Backlog, 1on1 meeting)
- Develop and manage emails, workflows, landing pages and forms within Salesforce Marketing Cloud platform
- Collaborate with internal and external teams to migrate existing and develop new email communications and processes into Salesforce Marketing Cloud
- Complete platform integration, platforms and tools via custom solutions and API feeds
- Schedule deployment and complete pre-deployment checks and Prepare and complete documentation of processes and capabilities.

August 2019
to September 2020

Sialka Cloud Solutions

Mississauga, ON

EMAIL MARKETING SPECIALIST, CRM, Campaign Management

- Develop email templates using HTML/CSS/SASS/AMP SCRIPT and testing via Litmus. Built, executed and monitored automation rules, lists, templates, and manage performance using Salesforce, Marketing Cloud and Adobe Campaign.
- Worked with internal teams to gather requirements and then build, execute, and automate marketing campaigns (Journey Builder)
- Executed multi-channel campaigns on a timely basis based on client needs and campaign schedules.
- Generated and implemented test strategies, including A/B multi-variant testing.
- Developed and implemented continuous improvement ideas to improve processes, speed, and data accuracy.
- Leveraged data and client insights to drive data-driven, client-focused creative.
- Liaised with Analytics and IT teams to create customer/member lists leveraging predictive models and/or other targeting criteria.

February 2019
to April 2019

Pavliks.com

Barrie, ON

SOFTWARE DEVELOPER

- Worked on the company's software the portal connector for dynamic CRM 365 which provides web portals which is profitable and accurate for customer service experience.
- Customized the portal connector widgets for a more user-friendly experience.
- Created different dynamic CRM and portal connector interfaces for customers.
- Managing entities and workflows and other key features of dynamic CRM.
- XML file fetching to get specific information.

Technologies used: C#, MVC, Kendo UI, JavaScript, HTML5, CSS3, UI/UX, JQuery, Sitefinity, Dynamic CRM, Bootstrap and Angular 7.

May 2018
to October 2018

CIMT College

Mississauga, ON

WEB DEVELOPER

- Working closely with web designers and programmers to produce the website.
- Researching different software programs, maintaining software documentation.
- Implementing contingency plans in case the website goes down.
- Used technologies like bootstrap, JavaScript and jQuery for user-friendly websites.
- Worked on websites design and Optimize existing user interface design.

Technologies used: HTML5, CSS 3, SASS, JavaScript, jQuery, Salesforce, Bootstrap, PHP, My SQL, Apache server, Ajax, UI/UX, Angular 7 and Responsive design.