



CHETAN SHARMA

(SENIOR SOFTWARE ENGINEER)



WORK EXPERIENCE

- Total Experience of 4 years.
- In Marketing Automation with over 2 years of experience in developing and automating email campaigns using tools like Marketo, SFMC and mobile based application like Braze etc.
- UI/Web Developer with over 3 years of experience in Web Designing and User Interface Development using Web Technologies like HTML, CSS, JavaScript, jQuery.
- Production experience in Content Management Systems like Sitecore.



SKILLS

- Marketing Automation, Digital Marketing
- **Tools:** Marketo, SFMC (Exact Target), Braze, Sitecore
- **Technologies:** HTML, CSS, JavaScript, AMP Script, SQL
- **CMS Platforms:** Sitecore, SharePoint CMS, CloudDAM
- Flexible, Great Diligence, Fast Learner, highly motivated Individual, open to learn new tools and technologies.

CAREER PATH IN HCL TECHNOLOGIES

MARKETING SERVICES CENTER (MSC) (MAR 2020 – NOW)

It involves developing and automating email campaigns for APAC and MEA area countries. Sending emails to audience and nurture leads to make them sales ready. Invitation emails for Events and webinar registration. This also involves OFT creation.

- **Skills involved:** Service request management, HTML, CSS, AMP Script
- **Tools:** SFMC (Exact Target) and Marketo, MaSH, Photoshop

RETAIL EMAIL MARKETING PROJECT (FEB 2019 – MAR 2020)

It involved sending regular emails to audience and nurture leads to make them sales ready. This also involved sending different kinds of mails (Retail, Toolkit, Make-Good) to customer on regular basis. This also involved importing list of leads bi-weekly using SQL query.

- **Skills involved:** HTML5, CSS, AMP Script
- **Tools:** SFMC (Exact Target) and Marketo, Photoshop



CONTACTS



+91-8077606867, +91-7531953080



srma.chetan01@gmail.com



DATE OF BIRTH

10 July 1994



NATIONALITY

Indian



ADDRESS

B121, Beta 1,
Greater Noida
Noida
Utter Pradesh
Pin: 201310

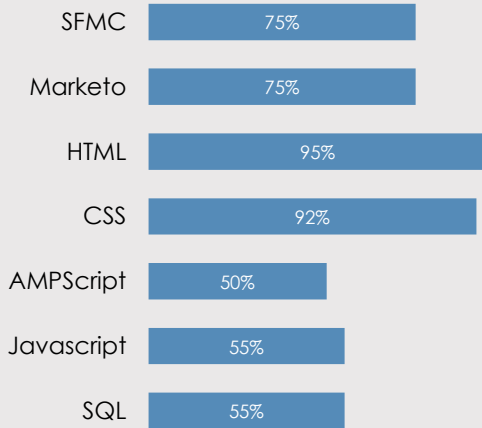


HOBBIES

- Volley basket Player
- Marvels fan
- Music heals me
- fitness conscious



SKILLS



MINECRAFT BRAZE PROJECT (OCT 2018 – FEB 2019)

This was designed for Microsoft's very popular game "Minecraft" Mobile version. This involved sending In-App messages to player helping them play the game with the end goal of making them buy the paid (full version) of the game. Worked closely with Microsoft in crafting the KPIs.

- This also involved managing the huge player-base data. Connecting with different data sources, cleaning, storing and finally consuming it in Power BI. As this project was a new initiative, we had to create an end-to-end big data solution.
- **Skills involved:** Azure pipelines, Azure blob storage, Azure data lake and data analytics, SQL database.
- **Tools:** Braze, Postman

MICROSOFT OEM/DPC MIGRATION (APR 2017 – SEP 2018)

My career started in HCL with this project.

It involved migrating the whole website of 2 of the Microsoft OEM Network (OEM & DPC) from SharePoint to a more enhanced and user-friendly platform (Sitecore). The project involved a migration of around 600 content pages from SharePoint to Sitecore CMS.

- **Skills involved:** HTML, CSS, Java script, Excel.
- **Tools:** Sitecore



ACADEMIC DETAILS

| Year | Standard | Institution |
|-----------|-----------------|-----------------------------|
| 2012-2016 | B. Tech | NIET |
| | | Greater Noida |
| 2011 | CBSE- class XII | Jawahar Navodaya Vidyalyaya |
| | | Buland Shahar |
| 2009 | CBSE – class X | Jawahar Navodaya Vidyalyaya |
| | | Buland Shahar |



DECLARATION

I do hereby declare that the above information is true to the best of my knowledge.

Place
Greater Noida

Chetan
Signature