

ADARSH PANKAJ

SALESFORCE CLOUD SPECIALIST-MARKETING & SERVICE

10+ years experience | Specialist in Salesforce Marketing Cloud, Service Cloud, Sales Cloud CRM, Pre-Sales, Market Analysis, and Client management.

CERTIFICATIONS:

- SALESFORCE SERVICE CLOUD CONSULTANT
 - SALESFORCE MARKETING CLOUD CONSULTANT
 - SALESFORCE MARKETING CLOUD EMAIL SPECIALIST
 - SALESFORCE MARKETING CLOUD ADMINSTRATOR
 - SALESFORCE ADMINISTRATOR
- Experience with Marketing Cloud Studios, Service Cloud, and Sales Cloud.
 - Well-versed in SQL-based SFMC activities like Automation Studio, query-based Data Extensions, and more.
 - Consistently translating business requirements into well-architected solutions that best leverage the Salesforce platform.
 - Ability to communicate project concepts and outcomes to stakeholders.
 - Increase project scope by upselling new modules and add-ons.

- Single-handedly cultivated 12 business units (KSA, UAE, KWT, KE, PAK, EGY, BH, QA, IRQ, LBN, JDN and OM), Successfully implemented SFMC for Abbott, including the setup of all required objects and fields to support marketing operations.
- Launched over 100+ marketing campaigns in the Salesforce Marketing Cloud, including email, WhatsApp, SMS, and lead generation campaigns for 12+ products (Pediasure, Ensure, Glucerna, Similac, and more) under Abbott.
- Performing Journey Audit on a monthly basis.
- Daily utilization of data migration tools like data loader, syncing leads from CRM to MC on data extension by using import mapping fields.
- Working with agencies on Social Media Campaigns like FB campaign forms in Salesforce, monitoring, and reporting on the data in Social Studio.
- Developed and deployed A/B Testing strategies.
- Generating daily, weekly, and monthly reports by using logic filters and Datorama, Detailed CRM Dashboards, and Educators Reports, to ensure campaign success; and report any concerns to management for resolution.
- Experience in managing Subscriber data, import, and segmentation using a combination of salesforce marketing cloud tools and database queries.
- Gathering and analyzing client challenges and assigning tasks to developers to fulfill client requirements on a timely basis.

2007-2012 **MASTER OF SCIENCE IN SOFTWARE SYSTEMS**
KARPAGAM ARTS AND SCIENCE COLLEGE, COIMBATORE

2012-2014 **MBA - INTERNATIONAL BUSINESS**
BHARTHIYAR UNIVERSITY THROUGH DISTANCE EDUCATION



CURRENT LOCATION

DUBAI, UAE



+971 566 951 306



ADARSH.1789@GMAIL.COM

SKILLS

SALESFORCE MODULES

- Email Studio
- Mobile Studio
- Journey Builder
- Automation Studio
- Social Studio
- Web Studio
- Contact Builder
- Salesforce Admin
- Service Cloud Support

CLIENT MANAGEMENT SKILLS

- Client Support
- Service Management
- Upselling & Cross-selling
- Project Lifecycle Support
- Budget Management
- Efficient in Demo, Client Walkthroughs, and Product Training

MANAGERIAL SKILLS

- Business Requirement Analysis
- Strategic Partnership
- Effective Resource Allocation
- Gap Analysis
- Project Timeline Assessment
- Forecasting
- Data Management
- Active Listening
- Effective Communication

WHY ME?

EDUCATION — SPECIALIZATION

SALESFORCE MARKETING CLOUD SPECIALIST - AT ABBOTT - UAE

November 2021 to Present

- Handling 12 Business Units and marketing over 12+ Products.
- Created journeys and implemented marketing campaigns using the Marketing cloud tools like Journey builder, Email Studio, Mobile Studio, Social Studio, and Automation studio.
- Provided training on Salesforce Marketing Cloud functionality to over 100 users across multiple locations in MENA region.

BUSINESS CRM CONSULTANT- AT NOBROKERHOOD - UAE

December 2020 – November 2021

- Engaged and setup both Salesforce CRM and the In-House Real Estate CRM.
- Involved in various activities of the Project like Information gathering and analyzing the information documenting the functional and non-functional requirements.
- Working closing with the Stakeholders and gathering the requirements for Salesforce CRM Implementation.
- Created Workflow rules and define the related task, time-triggered tasks, email alerts & field updates to implement the business logic.
- Experienced working knowledge in a Sandbox environment.
- Worked closely with marketing, IT, and other business teams to design, develop, and implement new features and enhancements in SFDC and NB CRM.
- Managed SFDC user permissions and access, as well as data imports and exports.
- Acted as the primary point of contact for all Salesforce issues, requests, and training needs.
- Upselling & Cross-selling with Add-on Modules and Upgrades for NB CRM.
- Being the POC for our customers from contract to smooth program implementation and onboarding.
- Driving CRM initiatives and overseeing execution of campaigns.
- Acting as a liaison between the IT and CRM team to identify consumer segments to be targeted for campaigns.

KEY ACCOUNT MANAGER-PRE-SALES AT TAGIT GLOBAL - UAE

November 2019 – June 2020

- Extensively used Salesforce CRM for day-to-day functioning of work. Handled added responsibilities as a Salesforce Admin owing to the interest in specializing in the Salesforce Platform.

BUSINESS MANAGER AT GRAND FURN GROUP (OMAN & INDIA)- SALESFORCE USER

December 2014 - October 2019

- Client Onsite Deployment from December 2014 to March 2016 – Oman.
- Gained new prospects utilizing creative lead-generating techniques and retained existing accounts by presenting new solutions and services to clients.
- Executed Marketing campaigns to generate leads for the services, and distribution channels that have led to increasing in sales.

TERRITORY MANAGER AT V FOUR E SYSTEMS INDIA PVT LTD.-INDIA

April 2012 – November 2014

- Started career as Corporate Sales Officer, promoted to Territory Manager.
- Handled key accounts like Defense, Universities, and Government Bodies & Corporate companies.

English
Tamil
Malayalam
Hindi

NATIONALITY

INDIAN

PASSPORT NUMBER

U0826450

UAE DRIVING LICENSE NUMBER

4018900

WILLING TO RELOCATE + TRAVEL FOR WORK

100%

HOBBIES

TRAVEL
FITNESS
DRIVING