

Akash Vishwakarma

Email Developer | Salesforce Marketing Cloud (SFMC)
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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Email Developer with 2+ years of experience in SFMC, eWizard, Veeva Vault, and AEM, specializing in campaign execution, personalization, and automation. Proficient in AMPscript, SQL, and JavaScript for dynamic content. Delivered compliant campaigns for global clients in Pharmaceutical, Healthcare, and Life Sciences sectors.

KEY SKILLS

Industries Served: Pharmaceutical | Healthcare | Life Sciences

SFMC Modules: Email Studio, Journey Builder, Automation Studio, Contact Builder, Content Builder, MobileConnect, CloudPages, Analytics Builder

Languages: AMPscript, SSJS (Server-Side JavaScript), HTML5, CSS3, JavaScript, SQL, Java

Email & Execution: Responsive Email Development, A/B Testing, Audience Segmentation, QA Testing, Campaign Lifecycle Management

Tools & Platforms: eWizard, AEM, Veeva Vault, Litmus, Email on Acid, GitHub, Postman, VS Code, Spring Boot, Bootstrap

Concepts: Data Extensions, Attribute Groups, Triggered Sends, Deliverability, SPF, DKIM, DMARC, GDPR, CAN-SPAM

PROFESSIONAL EXPERIENCE

Email Developer – Campaign Execution (SFMC / AEM / eWizard)

WPP Production, Gurugram, India | May 2024 – Present

- Designed and deployed 20+ responsive email campaigns per month using SFMC and eWizard for leading global pharmaceutical and life sciences brands.
- Built and published CloudPages for landing pages, microsites, and preference centres with dynamic, data-driven content using SSJS.
- Designed and built multi-step customer journeys in Journey Builder covering Welcome, Nurture, Re-engagement, and Transactional use cases using Decision Splits, Wait Activities, and Exit Criteria — cutting manual deployment time by 40%.
- Developed and maintained Automation Studio workflows including SQL Query Activities, Data Imports, File Transfers, and Filter scripts to automate data processing and campaign scheduling.
- Engineered dynamic personalization via AMPscript and SQL, increasing campaign relevance for 100,000+ subscribers across 15+ email clients.
- Reduced QA defect rate by 99% via structured testing using Litmus and Email on Acid, ensuring consistent rendering across Gmail, Outlook, and Apple Mail.
- Achieved 98%+ cross-client rendering accuracy by optimizing HTML/CSS code structure.
- Managed end-to-end campaign lifecycle within SFMC and Veeva Vault — development, QA, compliance, and deployment — meeting 100% of deadlines.
- Stepped in to lead and support a team of 15+ members during high-priority campaign cycles, coordinating task allocation and ensuring timely delivery.
- Ensured all campaigns met GDPR, CAN-SPAM, SPF, DKIM, and DMARC compliance standards.

OTHER EXPERIENCE

Social Media Manager

Transport and Revenue Ministry Office, Sagar, MP | Feb 2019 – Sep 2023

- Planned and published social media content across 3+ platforms, growing audience engagement by 30% over 2 years.
- Analyzed performance metrics — reach, impressions, CTR — and improved post performance by 25%.
- Coordinated with 5+ government stakeholders to align digital communications with public outreach initiatives.

EDUCATION

Bachelor of Technology (B.Tech) – Mechanical Engineering

Adina Institute of Science and Technology, Sagar, Madhya Pradesh | 2014 – 2018

CERTIFICATIONS

- Full Stack Web Developer – Masai School (Jan 2024)
- Salesforce Marketing Cloud Email Specialist (In Progress)

ADDITIONAL INFORMATION

Languages: English, Hindi **Location:** Sagar, MP / Gurugram **Availability:** Open to hybrid / on-site roles