

# Yuvraj Singh Thakur

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## Summary

Senior Consultant with strong expertise in architecting end-to-end, cross-cloud solutions across Salesforce Marketing Cloud, Salesforce Data Cloud (Data 360), Marketing Intelligence and Personalization. Experienced in leading discovery and solution-design sessions, translating business needs into scalable architectures. Known for a versatile, multi-disciplinary role that blends consulting, technical design, and hands-on development to drive impactful marketing and customer engagement outcomes. Recognized as an **Agentblazer Legend** and a featured **speaker at MC Square and Dubai Dreamin'**, where I have shared insights on marketing automation, data strategy, and innovative cross-cloud architecture

## WorkExperience

### ConX Digital — Senior Salesforce Consultant

Dubai, UAE (REMOTE) | Sep 2024 – Present

- Lead Discovery sessions, technical designs and solution designing for multiple clients.
- Contributed to project scoping, effort estimation, SOW/RFP writing, and sprint-based planning across cross-industry engagements.
- Translated business needs into user stories and implementation tasks for Cross Cloud Implementations.
- **Shaker Group (Retail):**
  - Led discovery sessions and defined cross-cloud solution architecture across Salesforce Data Cloud and Salesforce Marketing Cloud.
  - Worked on data strategy including data hygiene, ingestion frameworks, identity resolution, and real-time vs. batch processing for scalable customer 360 and analytics use cases.
- **Equiti Group (Fintech / Securities Brokers):**
  - Led discovery sessions and defined cross-cloud solution architecture across Marketing Intelligence, Salesforce Data Cloud, and Salesforce Marketing Cloud, architecting a custom multi-touch and cross-domain attribution model across multiple domains.
  - Designed data strategy including data hygiene, ingestion frameworks, identity resolution, and real-time vs. batch processing for scalable customer 360 and analytics use cases, Databricks Zero Copy.
- **Magrabi Retail Group (Avanti/Magrabi/Zeiss/Rivoli/DrM) (Retail /Ecommerce):**
  - Led architectural design and end-to-end implementation across Salesforce Data Cloud (Data 360), and Marketing Intelligence for a full-scale multi-cloud deployment which includes data ingestion (File based and zero copy), modeling, and harmonization frameworks to unify diverse retail, CRM, and transactional data sources for segmentation and activation, identity resolution, technical documentation, **whatsapp opt-in process, cart abandonment journeys**
- **Panda Retail Company (Retail – FMCG):**
  - Led end-to-end Salesforce Data Cloud implementation, covering architecture, identity resolution, and entity modeling, multi source ingestion, Calculated Insights, UAT scripts, Technical Documentation.
- **ICT Real Estate Development (Real Estate):**

- Architected, Designed and Delivered full-scale Salesforce Marketing Cloud implementation, including data modeling, journey design, preference center build, email templates, dynamic content, MC Connect Integrations.
- Designed a process to handle dynamic URL's for buttons in emails (where the URL expires every 5 minutes but customer always gets the real-time URL in email).
- **Al Tayer Group (Retail – Luxury & Automotive):**
  - Conducted enterprise-wide contact analysis, reducing total contact count by 60 percent through automated deletion processes using SFMC APIs, built automated contact monitoring systems using SSJS and REST APIs, and created comprehensive architecture and technical documentation.
- **ALDAR (Real Estate) / GEMS Education (Education):**
  - Designed journey architecture and built multi-stage journeys for campaign activations and lifecycle management.
  - Integrated Sales Cloud with SFMC to log email interactions including email structure and real time personalization.

### Principal Global Services — Software Engineer

*Pune, India | Jul 2022 – Aug 2024*

- Deployed a process to pull events data from Snowflake data product to SFMC via AWS utilizing Data Cloud(Salesforce CDP). The tech stack included SFMC , Salesforce Data Cloud/ CDP, AWS ( Lambda, Cloudwatch) , Snowflake.
- Designed and built a scalable solution by implementing concurrency in SSJS activities in Automation Studio, which increased the records processing volume to 72K/day from 2.K/day.
- Led the design and implementation of a process to export events data from Salesforce Marketing Cloud to Snowflake through AWS.
- Designed architecture to manage opt-out preferences and seamlessly integrate them with affiliate systems for CRM updates within Salesforce Marketing Cloud (SFMC).
- Initiated and deployed a refined process capable of seamlessly handling multiple email addresses over-riding the SFMC out of box functionality of handling single email address per subscriber key.
- Implemented a custom bounce mail management process at email address level rather than at subscriber key level.
- Unified lead-to-sales data across Salesforce CRM, Drupal, Web-to-Lead, Flows, and GA360 to track marketing ROI and optimize campaign performance.

### Skills

- **Salesforce Marketing Cloud (SFMC):** Journey Builder, Email Studio, Automation Studio, Mobile Studio, Content Builder, Contact Builder, Custom Activities, AMPscript, SSJS, Preference Centres.REST/SOAP APIs, Marketing Cloud Connect
- **Salesforce Data Cloud/ Data 360:**Data streams, Data Lake Objects , Data Modelling , Segmentations and Activations, Data transformation, Unified profiles, Calculated Insights, Customer 360, Real time data sync, Ingestion APIs
- **Marketing Intelligence and Personalization:** Anonymous user tracking, KPI tracking, Campaign Optimizations, Attribution Models, Web SDK, Sitemaps, Profile Unification and Reporting
- **Salesforce Sales Cloud:** Flows, Apex , Agentforce Implementation
- **Backend:** Next JS, Javascript, Node js , Express , Zod , Postmonger
- **Frontend:** Next JS,HTML , CSS , React JS, Tailwind CSS
- **Database :** Mongo DB, SQL, Snowflake, Postgress

- **Cloud Technologies:** AWS
- **Project Management Methodologies:** Agile and Kanban

## Certifications

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- Salesforce Certified Data Cloud Consultant
- Salesforce Certified Agentforce Specialist
- Salesforce Certified Marketing Cloud Consultant
- Salesforce Certified Marketing Cloud Developer
- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified Marketing Cloud Administrator
- Salesforce Certified AI Associate

## Achievements

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- Agentblazer Legend.
- Speaker at **Dubai Dreamin'** held in Dubai, 2025.
- Speaker at **MC2 Conference** held in Mumbai, 2025.
- University level National Badminton Player

## Education

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### Jabalpur Engineering College

2018 – 2022 | *B.Tech in Electronics & Telecommunication*

CGPA: 8.38 – Top 1%

### Geetanjali Higher Senior Secondary School

Class 12 (2018) – 93.4% (2nd Rank in District)

Class 10 (2016) – 96.5% (1st Rank in District)