**Salesforce Senior Developer Marketing Cloud**

**Job type : Full Time**

**Job Location : India**

**Experience : 7+ years**

**Key Responsibilities:**

* Customization of Salesforce Marketing Cloud (SFMC) solutions with REST API, AmpScript, and SQL development, including email and Cloudpage template development
* Web sitemap and SDK development to support capturing customer engagements in Interaction Studio or CDP
* Buildout of initial engagement campaigns, including email templates, Cloud Pages, Automation Studio, Journey Builder development and Interaction Studio content insertions
* Support Technical Architect in design and documentation development
* Support data engineering and system integration workstreams

## **Requirements**

* Deep, hands-on technical understanding of SFMC’s data extension architecture, and integration and automation capabilities
* Hands-on development experience with AMPscript, HTML, CSS, and preferably JavaScript
* Understanding of web / front-end development languages and principals
* Ability to engage in technical discussions with clients
* Willingness to learn and certify on various Salesforce technologies to support the Digital 360 vision
* Related Salesforce Certifications and/or Accreditations