

## HITHASHRI M T

### Salesforce Certified Email Specialist

“Intend to build a career with an organization, wherein, I can implement technical and nontechnical skills in a practical real-life environment with committed and dedicated people, which will help me to explore myself fully and realize my potential. Willing to work as a key player in a challenging and creative environment.”

#### WORK EXPERIENCE

○ Currently associated with Capgemini, as a Process Associate for Marketing Automation Tool (Feb 2022 – till date)

- Understanding of business requirements and B2B Marketing automation implementation through Salesforce Pardot.
- Communicate with stakeholders - status of WIP campaigns, projects or tasks, work with upstream teams to eliminate blockers for launching campaigns on time.
- Campaign management, planning a marketing program, and designing a campaign.
- Working on Email module with email template creation, content configuration, personalization, sender profile setup and test send validations.
- Configuring landing Pages with personalization and dynamic content to be used for various marketing purposes.
- Creating forms and form handlers and testing them adequately for Salesforce sync.
- Form Form-building activities to configure and set up enriched forms to capture lead data used during B2B communications.
- Implementing Custom redirects required for various business needs.
- Prospect management, Prospect field configurations and visitor data management.
- Configuring Automation Rules and Segmentation lists based on prospect categorizations and to be used in various marketing communications.
- User management, role creation, and group configuration for Pardot business users.
- Coordinating with team members regarding technical knowledge transfer and assistance.
- Creating/Uploading Dynamic and static lists in Pardot.
- Provide testing results and recommendations to maximize campaign performance.
- Sharing post-campaign Analytics and reporting; Delivery and campaign reports, measuring campaign results to Stakeholders as per requirement.

○ Worked with Kasplo Internet Pvt Ltd, Bangalore as a Technical Support Engineer for Email Marketing. (Nov 2020 – Feb 2022)

- Hands-on Experience in Email Sending Platforms and CRM.
- Handling all queries related to individuals/teams by contacting clients through e-mail.
- Handling client data and keeping track of reports.
- Managing Email Campaigns on behalf of the client and ensuring successful deployment of all the campaigns with the desired result.
- Providing faster resolutions on client incidents and the internal incident process through regular follow-ups with the Team.
- An active role during client calls for new updates, process changes and improvements.
- Performing the role of key account manager and taking approval for the new campaigns via test mails/preview mails.
- Creating attractive content for the campaigns.
- A/B Testing, performing QA (internal and External) and scheduling live campaigns.

- Domain warmups and IP warmups
- Handling ESP Demo sessions for the clients.

○ Worked as a **Client Service Analyst at Theorem India Pvt. Ltd, Mysore**, from Dec 2017 to Mar 2020, and involved in activities related to Digital Marketing, Media Analytics, Campaign Management, and Brand Management.

- Interaction with the onshore team regarding the management of client accounts.
- Solid knowledge of Internet technology and applications.
- Testing of all ad creatives on the basis of landing page and certain checkpoints.
- Using client tools for appropriately selecting and running a test for complete ad visibility.
- Tracking details of all advertisements reviewed with complete QA and sending its status with a tracker to stakeholders on a daily basis.
- Ability to multitask priorities under tight deadlines. Provide extreme levels of error-free data analytics.
- Ensure quality and data integrity by enforcing standard policies and procedures.

#### TECHNICAL SKILLS:

**Marketing Automation tools:** Email Sending Platforms, Salesforce CRM, Sales cloud, Pardot and Marketing Cloud.

**Programming languages:** HTML, CSS, SQL (Beginner)

#### EDUCATIONAL PROFILE:

- Bachelor of Engineering in Electronics and Communication Engineering from KVG College of Engineering, Sullia (2017).
- Pre-University education from Vivekananda College Puttur, State Board of Karnataka.
- SSLC from Kumaraswamy Vidyalaya Subramanya, State Board of Karnataka.

#### PERSONAL SKILLS:

- Managing problems under stress, dealing with people diplomatically, willingness to learn with creativity and innovative ideas, and having good leadership qualities.
- Ability to quickly learn new technologies and possess good troubleshooting and communication skill.

#### RESPONSIBILITIES:

- Understanding the client's requirements.
- Preparing for new challenges on advertisement exposure and handling updates on a day-to-day basis.
- Executing flawless and timely deployment of thoroughly inspected advertisements.
- Performing spam and deliverability testing. Analyze campaign results and make recommendations based on campaign performance insights.
- Meeting the goals within the provided Turnaround Time and always looking forward to task optimization for better results.
- Involved in onboarding new clients and streamlining the Process.
- Working and gaining knowledge on the different advertising strategies.

#### PERSONAL PROFILE:

**LinkedIn Profile:** <https://www.linkedin.com/in/hithashrim4ba635136>

**Place:** Kondapur, Hyderabad

**Languages Known:** Kannada, English and Hindi

**Phone:** 8197975043 , 8762083582

**Email:** [hitagm.12@gmail.com](mailto:hitagm.12@gmail.com)