Aditi Singhal

Salesforce Marketing Cloud Consultant | SFMC Email Automation Expert

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WORK EXPERIENCE

Mavlers (Alias: Uplers Solutions Private Limited)

Remote

Senior SFMC - Campaign Executive

March 2021-Present

Project 1: Revived a doormat SFMC account.

- Understand stakeholders' requirements and Coordinate with the developer to create a responsive email design, build a target list, and set up AMPsript and UTMs.
- Created comprehensive data model, and journey documentation resulting in a time savings of over 63+ hours.
- Optimized 10+ customer journeys within a single month, encompassing over 15 languages, aligning them with new branding guidelines.
- Developed SQL-based Audience segmentation strategies, enhancing targeting precision as per campaign requirements.
- Guided through campaign setup to help clean data improving engagement rate by 18%.
- Generated reports and presented insights to stakeholders enhanced campaign performance by 15% through advanced KPI reporting and analytics.

Project 2: Email Service Provider (ESP) Migration.

- Redesigned and optimized existing email campaigns and data to adhere to current industry design, coding, and best practices guidelines.
- Configured and set up SFMC to align with business needs, including creating data extensions, Import data setup, configuring campaigns, and setting up automation and journeys.
- Ensured seamless campaign functionality by conducting rigorous **QA testing** using EOA, reducing **post-migration issues by 95%.**
- Setuped monthly journey and ad-hoc performance reports for reviews across levels.

ACHIEVEMENTS

- Implemented A/B testing, enhancing content efficiency with a 6% increase in email click-through rates.
- Utilized Einstein STO for optimized send times, resulting in a 12% rise in email open rates.
- Achieved a 97% error-free deployment rate through rigorous campaign testing, maintaining high-quality standards.
- **Independently managed concurrent projects** with prioritization and timely delivery, earning a **98%** satisfaction rating and **"Upstar for Focus on Customer"** recognition.

Pricewaterhouse Coopers (3rd party)

Delhi, India

Audit Consultant

August 2018 - April 2019

- Ensuring the obedience of policies formed to strengthen the client process.
- Identify loopholes in the ongoing process and help to eliminate those.

ACHIEVEMENTS

- Been part of two major Projects for PWC.
- Trained Six New Candidates for the Role.
- Unleashed Major Competencies with Penalisation Worth Lakhs.

SKILLS

Tools: SFMC | Dreamweaver | Litmus | EOA | Asana | Slack | Query studio | Einstein STO | Canva

Technical Skills: SQL | AMPscript | A/B testing | Marketing Automation | Data Analysis | QA testing | Audience

segmentation | Journey flows | Multi-Lingual Campaign | Troubleshooting and Debugging

Working Knowledge: HTML | CSS | API Integration | FTP | Jira | Github

CERTIFICATIONS

- Marketing Cloud Email Specialist by Salesforce - Fundamentals of Digital Marketing by Google

ACADEMICS

Qualification	Institute	Board / University	Year	CGPA
MBA	Amity Global Business School	Amity University	2019-2021	8.037 /10
Bcom(H)	Guru Nanak Institute of Management	GGSIPU	2015-2018	7.24

BLOGS AND LEARNINGS

- Content Creator, Designer, and Social Media Manager for IG Marketing Blog, Ad Frenzy.
- IG Store, SEO, Google business manager for Junky Drawer; 2016-2021.