

# RG

## ***Senior Marketing Automation QA Consultant***

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## **Professional Summary**

Results-driven Marketing Automation QA Specialist with 13+ years of experience in Salesforce Marketing Cloud (SFMC), Adobe Campaign, and email campaign validation. Led QA for 2000+ global campaigns, reduced defects by 25%, and improved turnaround time by 25%. Specialized in end-to-end automation testing, journey validation, personalization testing, and deliverability checks.

## **Core Skills**

- Salesforce Marketing Cloud (SFMC)
- Journey Builder & Automation Studio Validation
- Adobe Campaign QA
- HTML Email Rendering & Cross-Client Testing
- AMPscript Validation & Dynamic Content Testing
- Personalization & Deliverability Validation
- Campaign UAT & Defect Tracking (JIRA)

## **Professional Experience Highlights**

- Led QA validation for 2000+ global email campaigns across US & India teams.
- Reduced campaign defects by 25% through structured QA frameworks.
- Improved campaign turnaround time by 25% with process optimization.
- Managed end-to-end automation workflow validation in SFMC & Adobe Campaign.
- Conducted personalization testing and dynamic content validation for large-scale campaigns.

*Available for Senior MarTech QA / Marketing Automation Consultant roles (Remote / Hybrid).*