

Radhika Mahajan

Email Marketing Specialist – Salesforce Marketing Cloud (SFMC)

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Professional Summary

Experienced SFMC developer with 3+ years of expertise in building personalized, scalable email marketing programs using Salesforce Marketing Cloud. Proven ability to translate customer data into actionable insights, simulate AI-driven personalization and Next Best Action(NBA) strategies, and drive performance through dynamic content, segmentation, and predictive targeting. Highly skilled in HTML, AMPscript, SQL, and Journey Builder for email development, campaign automation, and reporting using Datorama and SQL.

Work Experience

Senior Email Marketing Specialist (SFMC) -

May 2023 - Present

Barclays Global Service Centre

- Led the development of automated, multi-stage customer journeys, resulting in a 23% improvement in engagement rate across key lifecycle campaigns.
- Built complex email workflows using AMPscript and dynamic content, increasing personalization and driving a 17% boost in CTR.
- Collaborated with cross-functional teams to launch promotional, transactional, and trigger-based campaigns in SFMC, aligned with strategic objectives.
- Designed and deployed specialized email solutions such as ICS calendar invites and PDF email attachments by incorporating landing pages using javascript.
- Generated and analyzed performance reports in Datorama, SQL, delivering insights that contributed to a 12% reduction in unsubscribe rates.
- Implemented rigorous QA processes and troubleshooting methods, improving campaign accuracy and deliverability.
- Led knowledge-sharing sessions and provided mentorship to junior developers and stakeholders on SFMC best practices.
- Developed responsive, email templates adhering to best practices using hand-coded HTML and inline CSS, ensuring 98% rendering accuracy and optimal user experience across 30+ email clients.
- Participated in UAT (User Acceptance Testing) of new marketing platform features, validating functionality, ensuring seamless campaign execution, and documenting edge case scenarios.

Email Marketing Specialist (SFMC) -

August 2021 - May 2023

Barclays Global Service Centre.

- Developed and deployed over 100+ email campaigns using Email Studio and Automation Studio, achieving 99.5% deliverability.
- Maintained and segmented large data sets, ensuring compliance with data governance policies and enabling precise targeting.
- Monitored campaign execution, resolved segmentation and rendering issues, and optimized templates for multiple devices.
- Generated campaign and audience data using advanced SQL queries; translated raw data into actionable insights that optimized targeting, engagement, and conversion metrics.
- Collaborated with cross-functional teams to simulate Next Best Action (NBA)-style personalization strategies within SFMC by leveraging behavioral data and dynamic content blocks to deliver timely, relevant messages.
- Contributed to the testing and adoption of advanced marketing automation features in SFMC, aligning with Einstein AI-driven personalization trends similar to those in Pega's Customer Decision Hub.
- Assisted in A/B testing initiatives, providing detailed post-campaign insights that led to 10% increase in conversion rates.

Education

B.Tech. in Computer Science: Aug 2017 – April 2021

MKSSSS' Cummins College of Engineering for Women, Pune

Key Skills

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|---------------------------------|-----------------------------------|
| 1. REST API, SOAP API | 5. Cross-functional Collaboration |
| 2. Data Migration & Integration | 6. Automation, CRM tools |
| 3. Datorama,SQL | 7. Strong Communication Skills |
| 4. HTML, CSS, AMPscript, SSJS | 8. Quality Assurance and Testing |

Certification

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| 1. Salesforce Marketing Cloud Email Specialist | 2. Salesforce Marketing Cloud Administrator |
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