Parul Sharma

Marketing Automation Specialist

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- Portfolio Website
- LinkedIn
- GitHub

🪪 PROFILE

I have an overall experience of more than **3.5 years** in different business verticals. I have **experience in marketing automation, data analytics, product development and services, planning and team management.** Further to enhance my skills in today's data-driven AI world, I have good **knowledge of Statistics, Data Visualization, Machine Learning, Deep Learning, and Natural Language Processing.**

🎓 EDUCATION

2010 – 2014 Baddi, India	**Bachelors of Technology in Electronics and Communication,** *Baddi University* ⇗
2008 – 2010 Solan, India	**High School,** *MRA DAV* ⇗

💼 PROFESSIONAL EXPERIENCE

Jan 2020 – present Panchkula, India	**Marketing Automation Specialist,** *Grazitti Interactive* ⇗ **Roles and Responsibilities** • Working dedicatedly on Demand generation programs like Webinars, Product Tours and Sales Demo development. • Email Engagement programs • Social engagement programs with Gatted assets for Linkedin, Google, Instagram and other ad websites. • Working on operational campaigns like Lead Scoring and Data Normalization • Marketo Instance Audit **Tools used** • Adobe Marketo Engage, ON24, Webex, Litmus, MS-Excel
Oct 2020 – Dec 2020 Panchkula, India	**Marketing Automation Intern,** *Grazitti Interactive* ⇗ • Worked on the Adobe Marketo Engage, Adobe's marketing automation tool
Aug 2020 – Oct 2020 Bengaluru, India	**Data Science Intern,** *iNeuron* ⇗ • Working as Data Science Intern on a Finance Project.

Aug 2015 – Nov 2016	**Support Head - Retail and Handheld Billing Solutions,**
Bengaluru, India	*Wep Solutions Limited* ⊡

Roles and Responsibilities
- Develop support plans to achieve the company's revenue goal and customer satisfaction goals.
- Analyze data to plan the demand and future projections.
- Monitor product failure and quality trends and plan actionable.
- Develop support strategies for customer satisfaction
- Develops support plans and policies for new region development and customer support.
- Travel pan India to meet authorized sales & service partners and end customers regarding post-sales issues, partner meet, and training.
- Handled a team of 12 people across various domains like services, logistics, testing, training, and vendor development.

Apr 2015 – Jul 2015	**Product Specialist - Retail Billing Solutions,** *Wep Solutions Limited* ⊡
Bengaluru, India	**Roles and Responsibilities**

- Works closely with marketing and R&D teams and finalize the customizations in existing products.
- Conducts the QA, pilot launch, and other tests for new product development.
- Tests the software for any bug and approves the same for final production.
- Travel pan India to meet authorized sales & service partners and end customers regarding product performance reports and also plans their regular training.

Aug 2014 – Mar 2015	**Service Coordinator - Retail Billing Solutions,** *Wep Solutions Limited* ⊡
Bengaluru, India	**Roles and Responsibilities**

- Maintain TAT for service calls
- Plans quarterly spares availability in different service centers
- Provides quarterly corporate training to the Support Team, Sales Managers authorized Dealers and Service providers regarding new product developments and developments in the existing products.

🧠 SKILLS

- Demand Generation
- HTML
- Python
- Seaborn
- Machine Learning

- Email Marketing
- CSS
- Pandas
- Tableau
- Natural Language Processing

- Data Analytics
- MS Excel
- Numpy
- SQL

- Marketing Operations
- Project Management
- Matplotlib
- Deep Learning

🌐 LANGUAGES

English   Hindi   Punjabi

CERTIFICATES

Data Science Architecture ⬈
from iNeuron

Statistics ⬈
from iNeuron

Power BI Masters ⬈
from iNeuron

Tableau Masters ⬈
from iNeuron

Deep Learning Master ⬈
from iNeuron

INTERESTS

- Learn latest technology trends
- English Grammer
- Play Piano and Guitar

- Indian History
- Indian Constitution