**RESUME**

#### Vibha. K,

#90/A, C M Road

A Block, K R Nagar,

Mysore -570017

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Email: vibhakrishna1@gmail.com

###### Objective

Looking for a rewarding career in Digital Marketing and Technical Support in a fast growing and challenging environment and to be associated with a progressive Organization that gives me scope to exhibit and enhance my knowledge and skills. Also interested to make a career through my skills and abilities in an Information Technology Industry With an understanding of people, that offers professional growth while being resourceful, innovative and flexible.

###### Professional Experience

* Working as Sr. Executive - Quality Assurance Analyst at Kenscio Digital Marketing Pvt. Ltd, Bangalore in Teradata - DMC Tool from 12-October-2015 to till date..
* Worked as Sr. Quality Assurance Analyst at Theorem India Private Limited, Mysore for Epsilon Client from 06-July-2014 to till 09-October-2015.
* Worked as Quality Assurance Analyst at Theorem India Private Limited, Mysore for Epsilon Client from 23-Nov-2012 to 6-March -2014.
* Worked as Campaign Management Specialist at Theorem India Private Limited, Mysore for Hearst Process from 01-July-2011 to 23-Nov-2012.

###### Education Profile

Qualification: **Diploma in Computer Science**

Institution: **CPC Polytechnic, Mysore**

###### Technical Skills

* Languages **:** **HTML, CSS3, C, C++**
* Server Scripting **:** **ASP.Net, VB, Java Script**
* Database **:** **SQL**
* Tools **:** **Adobe Dreamweaver**, **Adobe** **Photoshop, E-dialog, Dream mail, Harmony, DMC**

###### Organizational Experience

* Working as Sr. Quality Assurance Analyst (Email Marketing) at Theorem India Private Limited Mysore. From 0**1-July-2011 to 09-October-2015.**

**Responsibilities**

Being a team member in Hearst Process Team (2 years) as Campaign management Specialist and as

Sr. Campaign management Specialist had responsible for end to end campaign planning, management, execution and results analysis. Work closely with extended teams to ensure smooth execution of a campaign. We were working on around 12 Magazines in Hearst Process, where my Current job responsibilities include:

* Responsible for developing and/or testing the creative for data provided by the client using HTML.
* Working with external and internal creative resources to develop effective designs for all emails and supporting landing experiences.
* Setting up and monitoring all email marketing launches via email service providers.
* Manage and optimize the design, content, targeting & messaging of email communications.
* Reporting on performance, bounces, complaint rate of all emails sent.
* Assist in the development of the overall marketing plan and how email marketing fits within that plan.
* Develop strategic data-driven customer email programs.
* Utilize aggressive testing to maximize campaign performance
* Analyzed campaigns, creative’s, application, and targeting lists.
* Escalated issues to developers/production team and verified fixes.
* Constant Interaction with the client and onshore team regarding the management of accounts.

**Quality Assurance Analyst Role(1+ years):**

Worked for typical client called Epsilon (working 300+ team members) which includes most of the accounts like Macys, Unilever, Kraft, Weightwatchers, Cox, AOL,Meredith. Includes the role as below:

* Full-service email campaign
* Database cleansing support
* List management and segmentation
* Quality assurance and testing across various email platforms
* Deployment monitoring
* Inbound email handling
* Email templates and newsletter creative development
* Data collection and landing page development
* Email/newsletter ad rotations
* Customer support
* Campaign reporting and analysis
* Working as Sr. Quality Assurance Analyst (Email Marketing) at **Kenscio Digital Marketing Pvt. Ltd** Bangalore. From 12**-October-2015 to till date.**

**Process Compliance Role as Sr. Quality Assurance Analyst:**

* Analyzing the Requirements from the Client
* Participating in preparing Test Plans
* Preparing Test Scenarios
* Preparing Test Cases for module, integration and system testing
* Preparing Test Data’s for the test cases
* Preparing Test Environment to execute the test cases
* Analyzing the Test Cases prepared by other team members
* Executing the Test Cases
* Defect Tracking
* Giving mandatory information of a defect to developers in order to fix it
* Preparing Summary Reports
* Preparing Lesson Learnt documents from the previous project testing experience
* Preparing Suggestion Documents to improve the quality of the application
* Communication with the Test Lead / Test Manager
* Conducting Review Meetings within the Team

ACHEIVEMENTS:

* Got 8 appreciations in 1 year from the client.
* Started to handle a team of 6 within the duration of 5 months.
* Continuously worked for 16 hours a day for 3 weeks.
* After 1 year the team size which was directly under my control had increased to 8 members.
* Attended client calls from US, trained our client about the process.
* Towards the end of my career in Theorem, my team size was 32.
* Awarded as a employee of the month.
* Good knowledge in preparing Design Documents (Technical Specification) and project case studies.
* Co-coordinating All CMS, Sr.CMS and QA’s around 22 members who all are working with me.

###### Contribution

* Created Creative’s for mailing including Responsive code
* Involved in Bug Fixing.
* Involved in Test plan preparation for my project
* Deployed lots of Mailing.
* Involved in DB Analysis, List Work

###### Strengths

* Highly self-motivated professional.
* Flexibility and Adaptability
* Good communication and Interpersonal skills.
* Team Worker.

###### Personal Information

Name : Vibha K

Father’s Name : Krishna K T

Date of Birth : 09.08.1992

Sex : Female

Marital Status : Single

Permanent Address : #90/A, C M Road

A Block, K R Nagar

Mysore - 570017

Email : vibhakrishna1@gmail.com

Languages Known : Kannada, English, Hindi

###### Declaration

I hereby declare that all the information presented above is true to the best of my knowledge.

Place: Mysore

Date:

Regards

Vibha. K