



Priyanka Ghorpade

Salesforce Marketing Cloud Email Specialist

Contact

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Technical Profile

- Salesforce
- JIRA
- Google Analytics
- Canva
- Google Ads
- PL/SQL
- MySQL
- JavaScript
- HTML
- SQL

Competencies

- Experienced and passionate Senior Analyst with over 5+ years of experience of Digital Marketing including 1 year+ in the Salesforce marketing cloud. Dedicated worker aiming to help achieve company objectives and take on more responsibility as quickly as possible. I'm looking for a role where I can develop my skills further, researching new technologies and reveling in new challenges.

Work History

2022-04 -
Current

Senior Analyst / Email Campaign Developer

Eclerx, Pune

- Good knowledge of Journey Builder, Automation Studio, Email Studio, Contact Builder, Campaign management in SFMC.
- Create, Implement and update Automations, Journey Builder, Contact Builder.
- Create emails, landing pages, targeted lists, Data Extension, A/B tests.
- Understanding with triggered sends and automations. Creating activities to query data, to import files in the system and to extract various information from the Marketing Cloud.
- Create and Assign business user's roles and permission
- Refined the Email marketing process by gathering industry best practices and assuring that legal compliance requirements processes
- HTML and AMPscript to create static and dynamic e-mails
- B2B (Business To Business) integrated marketing campaigns with the aim of acquiring and retaining customer
- Provide Test estimations and ask for tools/trainings needed. Maintain Test/Defect Life cycle in JIRA. Update JIRA stories or tasks assigned to me on daily basis
- Co-ordinating with the client, internal resources across EMEA, APACX, LATAM, US & CANADA region on project management applications.

Tools and skills: JIRA Workflow, Slack Channel, Salesforce Marketing cloud

Conducting email
campaigns

Email marketing campaigns

Knowledge of campaign
strategies

Advertising campaign
development

Developing campaigns

Social ad campaigns

Campaign development

2018-06 -
2022-04

Campaign Operation Specialist

Index Markets Research (IMR), Pune

Project 1: Email Marketing-Campaign operation

- Create and manage campaigns; accurate data entry
- Most Campaigns are time specific, and we complete it with strict SLAs and Timelines.
- Help clients to plan their Campaign according to their market requirement for a specific period.
- Audit the Campaigns for the clients.
- Manage the end-to-end email execution process from email campaign set-up, testing, QA, live previews and deployment
- Understanding and ability to originate and apply marketing concepts
- Design Specifications, Development, Implementation and Automation
- Support the acquisition and customer engagement roadmaps, helping to improve the performance of digital marketing
- Proactively track, monitor, analyze and optimize campaign performance
- Support the acquisition and customer engagement roadmaps, helping to improve the performance of digital marketing
- Implementing and planning for email, landing pages, forms, SMS, Push, Newsletter and smart campaigns.
- B2C (Business To Consumer) integrated marketing campaigns with the aim of acquiring and retaining customer
- Experience of responsive testing

Tools and skills: JIRA Workflow, HTML, CSS, SQL, Client Specific Tools

Project 2: SEO-Specialist

- Manage Digital Marketing, Search Engine Optimization and Social Media Marketing strategies.
- Handling and managing lead generation process
- Managed Facebook Ad Campaign for lead generation and brand awareness for real estate projects.
- Managing article submission process on paid and free sites.

- Reporting, tracking web traffic through Google Analytic (UA) & GA4
- Research competitors and provide suggestions for improvement
- Managing on-page and off-page seo optimization.
- Develop and implement link building strategy.
- Planning & executing an off-page optimization strategy on daily basis.

Tools and skills: Mailchimp, Zoho, Google Analytics, Keyword Planner, Google Trends, SEOptimer, Google search console, Google Tag Manager

2017-07 -
2018-02

Analyst

KPMG, Pune

Project: British Telecom

- Day to day work on Webex channel, ServiceNow.
- Coordination with control centre regional teams and support .
- Raising Bridge cases, Logging Service requests in failure of De-configuration.
- Hands-on Experience over the various network management tools like Putty, Citrix, Agent Desktop, SMARTS, Team Viewer.

Tools and skills: Putty, Citrix, Agent Desktop, SMARTS, Team Viewer

2016-01 -
2017-05

Senior Back Office Executive

RJ Global Services India (Pimpri), Pune

Project: UK Healthcare

- The UK Healthcare claims journey provides the biggest opportunity for 24/7 digital engagement to improve customer experience whilst at the same time connecting affluent Health customers with true customer composite
- Responsible for Test estimations, Test planning, Test cases and test data Preparation and Test execution
- Responsible for reviewing and giving test sign off
- Creating and executing regression test cases and regression packs as part of regression testing of Web services
- Defect logging/tracking and Retesting

2014-07 -
2015-10

Senior Associate

Wipro Ltd., Pune

Project: Capital One- Banking Process

- Created test cases for new product development
- Worked with quality assurance Communicated with offshore and onshore team members to complete assignments on time.
- Involved in designing and executed the test cases according to the functional specification.
- Performed Smoke, Functional Re- testing and Regression Testing
- Interact with developers and dicussed technical problem, Bugs, tracking
- Reporting the regular status to the manager in timely manner

Tools and skills: ServiceNow, Citrix, E-Oscar, Coco

Education

2013-06 -
2015-07

Master of Science: Computer Science

Dr. D. Y. Patil ACS College Pimpri - Pune

2008-06 -
2012-07

Bachelor of Science: Computer Science

Dr. D. Y. Patil ACS College Pimpri - Pune

2007-06 -
2008-02

HSC

D. P. Bhosale College Koregaon - Satara

2005-06 -
2006-03

SSC

The Modern English School - Koregaon