

Radhika Potdar

SENIOR ANALYST BUSINESS OPERATIONS

• +91 7259989540 • radhikapotdar18@gmail.com • <https://www.linkedin.com/in/radhika-potdar-64b49867/> • Bangalore

SUMMARY

An email marketing analyst committed to understanding the latest technologies and advances in marketing domain. Strong knowledge and experience in email and campaign design, quality assurance (QA), execution, maintenance and reporting of marketing programs and email distribution.

KEY SKILLS

Project Management | Marketing Operations | Process Improvement | Digital Marketing | Marketing Communication | Stakeholder Management | Email Marketing | Campaign Marketing

PROFESSIONAL EXPERIENCE

Apr' 19 - Present

Senior Analyst

Dell , Bangalore IN

- Design, configure, program, and maintain all key components of SFMC including campaigns, emails, reports etc.
- Understand custom requirements and provide thought leadership and solutions in SFMC in a timely manner.
- Created detailed schedules for emails with deadlines for team members.
- Develop and maintain standards and processes to ensure accurate data exchange between the solutions.
- Act as a single offshore point of contact for project stakeholders.
- Responsible for all offshore deliverable, quality management, communication with stakeholders and offshore team management.
- Maintaining quality, consistency, and standardization across the email program.

Oct '15 - Apr '19

Data Analyst

Oracle, Bangalore IN

- Supporting as an Data Analyst for Oracle University list management process -
- Pull high-quality contact lists using Eloqua Segmentation/SQL Developer to support Marketing and Sales initiatives - including email, direct mail, and telemarketing campaigns.
- Design, build and execute marketing campaigns for various Industries in Eloqua
- Expert in A/B and Multivariate testing, design of experiments
- Creating reports like email analysis, campaign analysis, clickthroughs and also customized reports to measure the performance of the campaigns
- Working on Oracle brand templates using HTML
- Creation of responsive email campaigns and webpages for better rendering of layout in mobile devices.
- Design and implement various best practices for Events and briefs webcasts (Pre and Post Event communications)

CERTIFICATIONS

- Eloqua B2B Masters
- Salesforce Marketing Cloud Email Specialist

SOFTWARE TOOLS

- Project Management Tools: Smartsheet
- Analytical Tools: Eloqua, Salesforce Marketing Cloud
- Languages : SQL, Basic HTML
- Windows Suite: Outlook, Presentation, Excel

EDUCATION

BE - Information Science

'Mar ' 13 -Jul

'13

K.L.E Institute of Technology.

IN

AWARDS & RECOGNITION

- Been awarded Dell Bravo and winning together award for upscaling the team and working on Dell Tech World Event.
- Been awarded Dell Bravo and winning together for smooth in-house transition of APJ region direct marketing.
- Awarded multiple kudos and shout-out rewards for handling huge volumes with good quality, teaming and efficiency.
- Established a very good rapport and communication with customers that enabled me to get quicker resolutions on accounts dedicated to me.