

RAKESH KUMAR NAYAK

Team Lead at OPK E-services Pvt. Ltd.

(Salesforce Marketing Cloud Email Specialist)

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CAREER OBJECTIVE :

To work in an environment which is innovative, challenging and rewarding that allows me to develop myself in digital marketing, marketing automation and have the scope for advancement, Also want to explore all modules of SFMC.

EDUCATIONAL QUALIFICATION :

- B.Tech (ECE) from GNDEC Ludhiana (PTU) in 2015 with 65 %.
- 12th from BSEB in 2011 with 63 %
- 10th from BSEB in 2008. With 73 %

EXPERIENCES :

MAY 2018 – Present (OPK E-services Pvt Ltd)

- **1.5 year of experience in Email Marketing** using **Campaigner** at OPK E-services Pvt Ltd.
- **3.5 years of experience** in multiple applications of **Salesforce Marketing Cloud** with major experience in **Email Marketing** at OPK E-services Pvt Ltd.



Projects :

- ✚ Liberty Mutual – Auto Insurance (Sept 2021 – present)
- ✚ FHA Rate Guide - Mortgage Provider (Sept 2021 – present)

Roles and Responsibilities

- Experienced in different Marketing Cloud applications as **Email Studio, Content Builder, Journey Builder, Trigger Sends, Tracking, Admin etc.**
- Experienced in executing and managing email marketing campaigns and marketing automation programs using Salesforce Marketing Cloud.
- Experience in creating, implementation and monitor **Journeys in Journey builder.**
- Proficient in **Cloud pages, Landing Pages, Smart Capture.**
- Experience in **DE/ List creation, segmentation, Data filters & management.**
- Experience in **Personalization of emails using Ampscript.**
- Experience in **Campaign planning and End to end execution** of campaigns as per calender.
- Co-ordinate with design, content and product teams to prepare regular campaigns and deploy it.
- Following best practice to create **promotional emails** using HTML/CSS coding, **mobile responsive email templates**, optimizing, and delivering campaigns.
- Worked with **A/B Testing** to determine the winner and publishing emails based on the result.
- Worked with different types of campaigns like **CPL, CPC, CPM, CPS etc.**
- Experience in Analysing campaigns and make relevant recommendations to improve conversion and sales.
- Experience in **Data Analysis** on large volume of data using **TABLUE.**

- Experience in **Data targeting, scheduling, Tracking, Reporting** etc.
- Have Good Excel skills and ability to work with **Formulas, Vlookup, Pivot Table in excel**.

 GEICO – Auto Insurance (Jan 2020 – Aug 2021)
 Milestone Mastercard (Jan 2020 – Aug 2021)

Roles and Responsibilities

- Creation of Emails as per client's requirements using best practice of HTML, CSS
- Test different subject line, email content, sending patterns, HTML combinations for best delivery and highest user engagement.
- Testing of different content combos on **LITMUS** for high Inboxing result.
- Worked on **Sending domain and IP warmup**, Maintain domain Reputation, **Blacklist checking** and request for removal.
- Ensuring QA processes(**CAN-SPAM** etc) are followed and campaigns are successfully delivered.
- Ensuring Links are kept at proper place, working properly.
- Worked with **A/B Testing** to determine the winner and publishing emails based on the result.
- Scheduling of Drops with correct contents, data, suppression, date & time.
- Ensure email drops are being tracked properly.

Skills :

SFMC :-

Email studio, Journey Builder, Contact Builder, Email Set up, A/B Testing, Trigger, Cloud Pages, DE/ List creation & management, Publication List, Suppression List, Tracking .

Email marketing :-

Campaigns/Domain management, IP/Domain Warmup, CPS/CPL/CPC campaigns, Data targeting, OR/CTR/CTOR/Unsub/ECPM managing, Blacklist checking, CAN-SPAM, GDPR, Litmus Test, Reporting.

SQL :-

Table Queries, Operators, clauses, Aggregate Functions, Joins, Data Views.

HTML, CSS, EXCEL

Personal Details :

Name: Rakesh Kumar Nayak

Date of Birth: 13/07/1992

Language known : English, Hindi

Permanent Address: Madhubani (Bihar), 847408

Current Address: Sector 20, Gurgaon, Haryana, 122016