



- 15+ years of global experience in consulting and delivery of marketing solutions
- Managed large scale marketing transformation projects - from initial solution planning, to detailed design, build, test and implementation
- Excellent client management skills from experience of working across geographies – US, UK, Northern Ireland
- Certified in Salesforce Marketing Cloud, Adobe Campaign, Agile methodology
- Extensive knowledge of best practices and experience with implementations and run operations for various Marketing Clouds
- Exposure in Web Content Management as AEM business analyst and project manager
- Currently residing in Gurgaon, India. Looking for opportunities in Europe
- Education: Computer Science – Guru Gobind Singh Indraprastha University, Delhi : 2003-07



WORK EXPERIENCE: Accenture 2007 to Present

2019 – Present
SFMC Delivery Lead
 Gurgaon, India

- Lead SFMC implementation, migration and campaign services
- Migrate brands from various marketing platforms like Pardot, Marketo, Eloqua into one instance of SFMC
- Onboard new brands on to SFMC platform
- Lead integration activities like account setup, integrations, SF connector, implemented new data model, data load, email/landing page migration, journey build, custom reports
- Help with IP warming strategy and execution to build deliverability
- Extend customer experience via relevant campaigns across customer journey: segmentation based, personalization based, journey based, holiday promotions, transactional notifications
- Optimize operations with strategizing and implementing re-usable assets
- Develop playbook and SOPs for large scale offshore campaign operations
- Develop content and present in MBRs, QBRs. Publish Newsletters to drive adoption of features
- Provide RFP support for estimations, response, scoping. Showcase solutions, success stories. Lead people initiatives for trainings, mentoring, certification drives, entry level resource absorption, new joiner orientations
- Ensure project financial health by tracking CCI. Develop change orders, conduct financial reviews, approve invoice

2017 – 2018
Adobe Campaign Delivery Manager
 Gurgaon, India

- Lead multiple Adobe Campaign based engagements
- Responsible for project planning, mobilization, estimations, governance, process improvement, automation & stakeholder management
- Work closely with development and test teams, provide technical expertise clubbed with business acumen to resolve issues and make decisions. Perform QA to ensure quality
- Develop POVs on new technologies for business growth
- Implemented 2 mega automation projects around monitoring & backup

2015 – 2016
Project Manager
 Belfast, Ireland

- Lead large scale digital transformation program for UK's biggest bank with a focus of providing superior online customer experience
- Lead development of B2C mobile friendly and optimized websites
- Manage the digital development scope of requirements and prepare dev & test plans
- Work with client for launching of the product. Tracked site metrics post launch
- Responsible for delivery and resource planning; project reporting; creating sprint delivery plan, Jira/Workfront management

2013 – 2014
Lead Business Analyst
 Gurgaon, India

- Migrate legacy CMS into shared, global platform (Adobe AEM) to resolve key issues of compliance, efficiency, flexibility and performance
- Fragment requirements into logical packages & created Agile sprint plan
- Set up Analyze processes, create templates for functional specs, develop global tactic and function repositories
- Manage workshops with client POCs across the world via workshops, emails, tele-meetings
- Serve as SME for digital tactics, propose wireframes to facilitate client to design their functionalities
- Create functional specifications from the requirement repository for the design activity
- Collaborate with design, build and test teams to solution the requirements

2011 – 2012
Campaign Lead
 Pittsburgh, US

- Set up and lead distributed delivery team for campaign execution for the direct marketing organization
- Drive acquisition, cross sell / upsell, loyalty, retention & engagement through various marketing campaigns
- Lead development & test efforts. Served as SME for Unica & its integration with other systems & applications
- Improve effectiveness and timeliness of campaign delivery cycles

2007 – 2010
Campaign Dev
 Bengaluru, India

- Serve as Unica campaign developer and administrator to implement the direct marketing strategy
- Build end-to-end multi-wave campaigns across emails, direct mail, tele calling, sms
- Reduce cycle time for campaign execution and response tracking