

RAHUL MATHUR

Senior Account Coordinator

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SUMMARY

As a Senior Account Coordinator with extensive experience in Salesforce Marketing Cloud, I have a proven track record of designing, building and managing successful multi-channel marketing campaigns for clients across various industries. I am well-versed in the various components of Salesforce Marketing Cloud, including email, mobile, social media, and data management. I also have a strong foundation in Salesforce Marketing Cloud, having undergone training and practice using the tool, as well as learning Adobe Photoshop. I have developed email campaigns in SFMC using HTML and CSS language and have configured journeys and automation for campaigns

PROFESSIONAL EXPERIENCE

Senior Account Coordinator 04/2023 - Present

Merkle Sokrati

- Designed responsive design to reach out to customers on any device using an email studio.
- Hands-on experience in building templates with Moveable links Codes in SFMC.
- Developed mobile campaigns to personalize your mobile messaging with SMS marketing, and push notifications using a mobile studio.
- Manage end-to-end deployment of campaigns and changes & release process and coordinate testing as required.
- Monitored campaign performance and collaborated with internal teams to optimize campaigns and identify underperforming accounts.
- Escalated issues to appropriate channels as necessary.
- I have extensive experience in designing, building, and managing Marketing Cloud solutions for clients across different industries.
- Participated in Client meetings with stakeholders to define project scope and objectives.

Associate 12/2021 - 03/2023

Merkle Sokrati

- Handel's Email campaigns, and SMS campaigns, and deploy our campaigns with Journey Builder and Automation Studio for our SHISEIDO US & CANADA Cliental) clients and their subsidiary brands Subsidiary brands are NARS, Clé de Peau Beauté, and Drunk Elephant.
- Designed and implemented solutions for multi-channel marketing campaigns within Salesforce Marketing Cloud.
- Designed and implemented personalized emails and static emails using an email studio.
- Hands-on experience in building templates with HTML and dynamic content.
- Designed personalized content for E-mail campaigns using AMP script.
- Familiarity with project management software e.g JIRA, Kanbanize, Slack.
- Managed and coordinated multiple projects while ensuring timely completion..

Technical Intern 05/2021 - 11/2021

Merkle Sokrati

- Learn about the Salesforce marketing cloud technology and tool.
- Learn Adobe Photoshop tool.
- Learn about the Email studio, content builder, Journey Builder, Automation Studio, and Mobile Studio.
- Learn the AMP script programing language.
- Learn how to make Journey and configure Automation for our campaign using SFMC.

CERTIFICATIONS

Salesforce Certified Marketing Cloud Email Specialist from Salesforce (2022)

Effectively completed the Fundamentals of Digital Marketing from Google Digital Unlocked (2021)

Completed HubSpot Email marketing from HubSpot (2021)

TECH STACK

- 1 x Salesforce Certified ·
- Salesforce Marketing Cloud ·
- E-Mail Studio Mobile Studio ·
- Automation Studio Journey Builder ·
- HTML5 , CSS3 , JavaScript ·
- Screen Reader, Jira , Slack

EDUCATION

B.Tech In Computer Science and Engineering
Swami Keshvanand Institute of Technology
2016 - 2019 Jaipur, Rajasthan

Diploma In Computer Science and Engineering
Dr. Radhakrishnan Polytechnic college
2012 - 2016 Jaipur, Rajasthan

LANGUAGES

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| HINDI | Native | ●●●●● |
| English | Native | ●●●●● |