

Sharad R. Kurhade



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7+ Years' Experience| Sales force Marketing Cloud, Exact Target, with certification of Email Specialist

LinkedIn: www.linkedin.com/in/sharad-kurhade

Professional Summary

- ☒ Currently working as **Team lead OR Business Analyst** with 6.8+ years of experience & having certification of Email Marketing. Working on quality, and innovation in the email, SMS channel. In depth knowledge of campaign management, lifecycle marketing, channel metrics, and analytics
- ☒ Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions. Below points cover more about my profile
- ☒ Documenting and communicating the results of your efforts.
- ☒ Effectively communicating your insights and plans to cross-functional team members and management.
- ☒ Gathering critical information from meetings with various stakeholders and producing useful reports.
- ☒ Working closely with clients, technicians, and managerial staff.
- ☒ Providing leadership, training, coaching, and guidance to junior staff. Allocating resources and maintaining cost efficiency.
- ☒ Ensuring solutions meet business needs and requirements.
- ☒ Performing user acceptance testing. Managing projects, developing project plans, and monitoring performance.
- ☒ Updating, implementing, and maintaining procedures. Prioritizing initiatives based on business needs and requirements.
- ☒ Serving as a liaison between stakeholders and users.
- ☒ Managing competing resources and priorities. Monitoring deliverables and ensuring timely completion of projects.
- ☒ Extensive experience with all primary elements of Marketing Cloud: Email Studio, Content Builder, Journey Builder, Personalization Builder, and Audience Builder, Content Builder, Contact Builder, Mobile Studio, Cloud Pages, Reporting, worked closed with Einstein STO, SFMC integration. Experience with API's.
- ☒ Executing quality checks (QA) to maintain accuracy and efficiency, In Litmus & Email On Acid to avoid any rendering issues, any wrong target audience for the campaigns created by Campaign specialists considering optimization as a key point.
- ☒ Setup, maintain and optimize Email marketing campaign utilizing **ExactTarget/Salesforce Marketing Cloud platform.**
- ☒ Ability to troubleshoot coding rendering issues on various ESPs and browsers, links and landing pages, deliverability and troubleshoot problems as they arise.
- ☒ Worked with A/B Testing in determine the winner and publishing emails based on the result.
- ☒ Coordination of day-to-day email operations, building and segmenting audiences, and creating automated campaigns.
- ☒ Having good experience in **Email Marketing Operation, End to End Campaign Management System, Reporting, tracking, and analysis, Client servicing.**
- ☒ Experience with web analytics systems (e.g., Google Analytics) , **Email Studio, Interactive EDM, Triggered EDM Automation Studio, Journey Builder, Content Builder, Contact Builder, Mobile Studio in SFMC**

Professional Experience

- ☒ Currently working as **Team lead OR Business Analyst** at IBM India pvt ltd since **October 2021 – till Date**
- ☒ Earlier worked as a **Associate Process Manager** at **eClerx Services Ltd** since **September,2019 – October 2021**
- ☒ Earlier worked with **Accenture Solutions** as **Program & project Mgmt Analyst** as part of team providing official Support to Salesforce CRM/Exact Target and Marketing Cloud Customers from **May 02, 2018 till 08 Sep,2019**
- ☒ Have also worked with **eClerx Services Ltd – Apr 2016 – Apr 2018** as **Senior Analyst (Subject Matter Expert)** as part of team providing official Support to Salesforce CRM/Exact Target

Certification

Technologies Expertise

☒ Platforms	-	Salesforce CRM, Marketing cloud, Presto, Basic of SAS
☒ Data Base	-	SQL
☒ Front End	-	HTML CSS, Amp script, JavaScript
☒ Domain Experience	-	Retails, Transport, Food, Merchant
☒ Operation Role	-	Team Lead

Some of Important Projects



Company: IBM India Pvt Ltd

Client: Can't disclose

Role: Team Lead or Business Analyst

Responsibilities: Salesforce Marketing Cloud Email Campaign Specialist

- ☒ Scope and drive the creation of digital solutions, email campaigns, emails reporting and data integration
- ☒ Use Journey Builder in running campaigns along with Automaton Studio and Contact Builder
- ☒ Strong AMP Script experience in developing dynamic Email Marketing
- ☒ Used HTML, CSS, AMP Script and SQL to build customized solutions that supports business functions.
- ☒ Work with key players to define segmentation, targeting, and measurement use cases for strategic and operational marketing initiatives. Monitor deliverability and health of sending domains.
- ☒ Work with large data sets, operationalize segmentation, personalization scores and models into operational tools and processes.
- ☒ Execute on build of A/B or content testing, personalization, personas, Send time optimization tactics and customer journeys.
- ☒ Responsible for Marketing Automation tools to manage, optimize, and scale digital marketing technical platforms.
- ☒ Tracking/ Data Extension/Data Filters
- ☒ Campaign Planning and Execution - Running Email Campaigns for various industries. Maintain Database in
- ☒ Improve the data quality of leads for the region, including validation of missing/incorrect data, removing duplicates. Work with regional marketing team in US to clearly communicate the status of Email Campaigns.
- ☒ Identify organizations belonging to an industry sector or market.
- ☒ Updating all the leads in Salesforce CRM activities.
- ☒ Report Generation & Weekly Campaign Calls
- ☒ Continuous email follow-up with prospectus
- ☒ Design and execute email campaign for targeted prospects.
- ☒ Planning& organizing the website development for internal websites
- ☒ Creating Landing pages
- ☒ Website updating & promoting by posting blogs, forums, newsletters, press release etc.
- ☒ Link building (Strategic, Planning, Execution)



Company: eClerx Services Ltd

Client: Transport, Food & Merchant Industries

Role: Subject Matter Expert in Sales Force Marketing Cloud

Description: Providing Managed Services to client for sending daily campaigns from Email & Mobile Studio for over 60-70 million Emails & SMS per month, powered by interesting Journeys, automation & Trigger Sends.

Responsibilities:

- ☒ Working as an individual resource & managing a team strength of 3 members as well.
- ☒ Work with Asset Management marketing team, internal staff and production team to plan and execute development cycle.
- ☒ Doing QA & Testing for all emails in Litmus, Email on acid following the checklist and keep updating it as per the new requirement.
- ☒ Creating email campaigns using Salesforce marketing cloud, Email studio & Content builder & amp script, Sending real time messages in Mobile studio.
- ☒ Have experience in creating emails in Email Studio with dynamic content and personalization, Creations of smart forms and business process in Automation studio.
- ☒ Schedules, arranges, and conducts the meeting. Prepares and distributes agenda before the meeting.
- ☒ Experience working with Digital and Marketing Managers and deploying their strategy with the help of Email studio, Contact builder, Automation studio & Journey Builder.
- ☒ Having weekly call with the client to understand the requirements of upcoming assets, target audience set up, concerns regarding the existing assets/campaign planning
- ☒ Clarifies purpose and helps the team to identify goals. Maintain daily work activities and try to utilize the resources 100%.
- ☒ Handles Client call with project managers and discuss regarding the issues and how to overcome all those.



Company: Accenture Solution

Client: Luxury Fashions and footwear

Role: Marketing Cloud/ Exact Target & **Email and Campaign management Specialist.**

Description: Providing Managed Services for sending daily Emails using Journeys, Automation, Trigger Sends.

Responsibilities:

- ☒ Working as an individual resource & managing a team strength of 3 members as well.
- ☒ Work with Asset Management marketing team, internal staff and production team to plan and execute development cycle.
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Company: eClerx Services Ltd

Client: Transport, Food & Merchant Industries

Role: Email Marketing Specialist and Subject Matter Expert

Description: Providing Managed Services for sending daily Emails using Journeys, Automation, Trigger Sends.










Responsibilities:

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Education Qualifications

- ☒ 2015-16 Completed **Masters in Computer Application** (Mumbai University).
- ☒ 2012 Completed **Bachelor in Computer Application** in Computer Science from TMU (Pune).
- ☒ 2009 Higher Secondary Certificate from Maharashtra Board.
- ☒ 2007 Senior Secondary Certificate from Maharashtra Board.

Personal Details

 Date Of Birth	-	04 th May,1992
 Present Address	-	Pune, M.H. India
 Father's Name	-	Mr. Rambhau Kurhade
 Present Address	-	Pune, M.H. India
 Marital Status	-	Married
 Nationality	-	Indian
 Gender	-	Male
 Language known	-	English, Hindi, Marathi
 Preferred Location	-	Pune

Declaration:

I certify that my statements are true, complete and correct to the best of my knowledge and belief.

Date:

Place: Pune

Signature