

*Sandhya Kumari*

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Gwalior, Madhya Pradesh 475005

## PROFESSIONAL SUMMARY

Email Marketing Executive with over 5+ years of successful experience in Email Marketing, Data Analysis, Marketing Automation, Drip Campaigns, Customer Segmentation and secondary research. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements. Consistently saved costs while increasing profits. Hand on experience on Journey Builder, Automation Studio, Email Studio, Contact Builder, Audience Builder, Campaign management in SFMC.

## SKILLS

- Email Marketing
- Marketing Automation
- Salesforce Marketing Cloud (SFMC)
- Journey Builder
- Automation Studio
- Contact Builder
- Campaign management
- Basic HTML & Ampscript & SQL
- Google Analytics
- SFMC Administrator
- Manual QA Testing

## CERTIFICATION

- Email Marketing Specialist
- Digital Marketing Fundamental
- Google Ads
- Google Analytics Certification

## WORK HISTORY

### SFMC CONSULTANT

08/2021 to 7/2022

#### Capgemini Information Technology Company | Bangalore

- Create, Implement and update Automations, Journey Builder, Audience Builder, Contact Builder, Analytics Builder.
- Understanding of Ampscript for Dynamic content and email personalization.
- Create emails, landing pages, targeted lists, Data Extension, A/B tests, triggered send Journeys.
- BU creation and configuration and setup RMM & SAP in Marketing Cloud.
- Create and assign business users roles and permissions.
- Create Lists, Sender and Delivery profiles, Reply Mail Management.
- Create multiple automation activities like Data extract, file transfer, file import, etc.
- Profound knowledge of Integration of Marketing cloud and Sales cloud. Syncing data between the two clouds, creating import activities for reports and objects.
- Exposure in using and designing landing pages. Using smart capture to create interactive web pages, designing form on-submit options.

- Create Email, SMS, push messages, and Tracking reports.
- Writing and debugging SQL statements. Optimize metrics like opens, clicks, and bounce rates.
- Practical knowledge about Email studio. Maintaining subscriber database in data extensions and lists, analysis of email send tracking information, designing emails and content blocks.
- Working with triggered sends and automation.
- Manual QA testing for SFMC/Pardot/Salescloud.

## **SR. BUSINESS OPERATION SPECIALIST**

*03/2017 to 07/2021*

### **Travel Fair India Pvt. Ltd. | New Delhi**

- Conceptualizing and creating email marketing plan.
- Build promotional programs, segment customers, and perform quality assurance on all outbound campaigns.
- Ensure messages are sent in proper form and template. Proofread emails for clarity, grammar, and spelling.
- Perform day-to-day digital marketing activities including, email campaign set-up, landing page creation, scheduling, A/B testing, multivariate testing, URL tagging and triggered and dynamic content-driven campaigns.
- Segment the data as per user behaviour.
- Track deliverability and click/open rates in relation to the number of subscribers in the database.
- Troubleshoot technical issues related to HTML templates, responsive design, list segmentation and other aspects of email execution, as required. Drive and optimize key traffic and revenue metrics including CTR, open rates, incremental revenue lift, engagement and retention. Report on campaign metrics and trends on daily, monthly & quarterly basis.
- Ensure compliance with CAN-SPAM, GDPR regulations. Maintain and ensure high levels of data hygiene and integrity with fast-growing, high-volume lists keep up to date with industry best practices

## **EDUCATION**

### **Post Graduation | MBA**

*2017*

Jiwaji University, Gwalior (Madhya Pradesh)

### **Post Graduation Diploma | Computer Application**

*2015*

Makhanlal Chaturvedi National University of Journalism and Communication  
Bhopal

### **Graduation | B.Com (Economics)**

*2014*

IASCA College, Gwalior

**SIGNATURE**



**Intermediate**

BSF Sr. Sec. School, Tekanpur



**Place:**

**Date:**

2011

**Sandhya  
(Signature)**