Preethi Shivaiah

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**Professional Summary**

7 years of experience in Online Media Operations (Email Marketing). Expertise in end to end Email Campaign Management: Planning, execution of email marketing campaigns, Marketing Automation, A/B Testing, optimization, List management, segmentation, QA and Reporting.

**Skills**

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| --- | --- |
| * Email Automation * Agility Harmony (ESP) * Yes mail 360, 360i, Enterprise 7 (ESP) * Dream, Dream Mail, Cheetah Digital (ESP) * Sales force marketing Cloud (ESP) * Solution consultant support, Client On-boarding * Litmus, Email on Acid, Hub-spot beginner | * Excellent communication skills * Project Planning, Management * Team Management * Attention to Detail * Insight on Source of work |

**Work History**

**2020 - Present**

**Campaign Manager in Hubspot Automation**

* Email template builds.
* Scenario build based on product website
* Workflow creation and testing on product
* Team handling and training as per the requirements.
* Segmentation and sequence set-up.

Theorem Pvt Ltd (Email Marketing) 7 yrs  
 Designation: Domain Expert   
 Duration : 05/2012 to 05/2019

**2016 - 2019**

**Email Marketing Manager (Domain Expert-internally designated),** Theorem Pvt Ltd

* Worked as Email Campaign Manager, worked with 10 different US and UK clients on Life cycle email platform (Sales-force Email studio, Yesmail,360,360i& E7, Cheeta Digital, Dream, Agility Harmony)
* Managed and optimized the design, content, targeting & messaging of email communications.
* Assist in the development of the overall marketing plan and how email marketing fits within that plan.
* Extensive knowledge of Marketing Cloud functionalities including **Email Studio, Automation Studio, Journey Builder**, and **Content Builder**.
* Reviewing, managing, planning, scheduling, tracking and delivering Campaigns.
* Sending daily status report on overall work management to the client on a daily basis
* Maintaining communication loop with onshore production team, offshore QA team, Email manager’s team, End client for the smooth run of campaigns
* Updating and maintaining regular trackers like utilization, quality, rework, client issues, attendance, Technical

Issues, escalations, leave track, internal issues and training trackers to validate the team’s efforts and productivity

* Handling marketing campaigns for ecommerce, healthcare, retail stores, hotel hospitality and banks.
* Expertise in working in fast-paced environment requiring skills in scheduling, management and team building
* Post deployment monitoring, Subject line testing, dynamic content test, experience on Automation studio, Journey builder, Audience Builder, working on script editing, Data models, Audience segmentation.

**2014 - 2016  
Principal Campaign Manager, Theorem**

* Worked in 2 different Epsilon interactive tools **DREAM & Agility Harmony.**
* Successfully on-boarded 3 new client accounts. Worked cordially with on-shores during migration process

and shared the same knowledge with the other team members

* Developed and built a healthy relationship with the Clients and always worked towards meeting their expectations and also came up with positive and creative ideas to improve the work culture and satisfy the Client requirements.
* Cordially worked with solution consultant team on on-boarding new client accounts, stream lining critical client accounts, preparing SOW for smooth flow of deployment, calls handling, decision making and
* Performing spam and deliverability testing and analyse campaign results and make recommendations based on campaign performance insights
* Meeting the goals within the provided TAT and always looking forward for campaign optimization to attract more customers for better results.
* Conducting Platform Trainings (Agility Harmony) & Client specification trainings within the team
* Worked on Trigger mailings (Work flow, Sequence) using Harmony Tool.
* Worked on new platform called Cheetah Digital during on-boarding new client accounts. Shared knowledge on platform training.

**2012 - 2014**

**Campaign Management Specialist, Theorem**

* Setting up and monitoring Email marketing campaigns using an Epsilon interactive tool called DREAM & Agility Harmony which runs on Epsilon server. This tool is used to deploy large scale campaigns to promote product, company, service, newsletter, or website by sending email messages. It also enables you to optimize your campaign by letting you personalize, target and validate the messages that you send out as a part of the campaign to subscribers
* Building email Ad-Campaign setup including HTML coding and optimizing existing creative, list work, targeting customer, Image Hosting, creation of online version web pages, testing, scheduling, deployment and report tracking.
* Used HTML and CSS coding in the Ad campaigns and personalizing customer data and Subject line personalization using scripts.
* Executed flawless and timely deployments of email marketing campaigns; one-time, recurring and dynamic content driven.
* Proactively working as Quality Assurance analyst in doing QC of the campaigns by possessing attention to details skills.
* Performed various reporting duties and improving the same based upon the current metrics which include post deployment tracking, managing number of email openers, monitoring click through rates per campaign, website activity, etc.

**WIPRO, DELL Franchisee (Installation Team) 6 months**  
 Designation : Team co-ordinator  
 Duration : 04/2011 to 10/2011

As team co-ordinator, worked in Installation team leading a group of Engineers scheduling with installation process as per Customers **requirements**, checking with availability and handling queries.

**Hinduja Global Solutions**  
 Designation: CRO  
 Duration: 4/2008 to 02/2011

Handling and managing Customers calls, quality checks on recorded calls, feedback sessions to the quality head, handlings escalation calls during peak hours of the day, giving mock calls for the fresher’s and training them on new scenarios.

**EDUCATION**

**Bachelor of Computer Application**

Indira Gandhi National Open University- **Pursuing** (on going)

***UG Course, India***

***2019 -ongoing***

**Bachelor of Commerce (BCom)**

Karnataka State Open University, Mysore

***UG Course, India***

***2003 -2006***

**Pre-University Course**

Sree Cauvery PU college, Mysore

***UG Course, India***

***2000-2002***

**ACTIVITIES**

* Consistently being noticed and received appreciation from clients for being proactive in understanding the requirements and working accordingly and providing the best outcome by smart work in a timely manner.
* Recipient of the Sirius Star Award from Theorem twice.
* Successfully completed the Domain Competency Program **(Stage 1, Stage 2)**
* Performed well for the financial year 2014-2015, 2016-2018 and was awarded with 4/4 points in Annual Review as an outstanding performance.
* Worked as Trainer (tool oriented) for 6 months in the year 2019

**HOBBIES**

Singing, Swimming, Cooking, travelling, Internet Surfing, Reading

**Declaration**

I hereby declare that the information given above is correct to the best of my knowledge.

**Preethi Shivaiah**