**GAURAV GUPTA**

**DOB:** 27 Oct 1991 **~ Mobile**: +91 8010013495 ~ **E-Mail**: gaurav.gupta199@gmail.com

Objective

Seeking a challenging role, where my existing skills and qualifications will add value from the outset, whilst I continue to, further develop my skills and knowledge in this field.

Career summary

* Total Experience of 4.3 years in Email campaign management using Salesforce Marketing Cloud – Exact Target and Marketo.
* Good working knowledge of HTML & CSS.
* Proficient in Microsoft Word and Excel
* Created and develop targeted and trigger – based email campaign, delivering tailored marketing message to segment of the email list.
* Implemented testing and segmentation strategies into email marketing campaigns to drive optimized open rates and increased leads
* Tracked weekly large-volume (1 million+) email blasts, triggered sends and email alerts within ExactTarget email platform.

ACADEMIC QUALIFICATIONS

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| --- | --- | --- | --- |
| **Degree** | **Year** | **Board/University** | **Percentage** |
| **B-Tech(MECHANICAL ENGINEERING)** | 2012 | G.B. Tech University | 63% |
| 12th | 2008 | N.P.S , CBSE Board(Ghaziabad) | 70% |
| 10th | 2006 | N.P.S , CBSE Board(Ghaziabad) | 67% |

TECHNICAL SKILLS

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| --- | --- |
| **Databases** | SQL Server 2012 |
| **IT Tools** | SQL Server Management Studio (SSMS), Exact target, Certain Tool, Marketo, ON24 & Ms Excel |

WORK EXPERIENCE

**Wunderman MSC Aug 2015 – Nov 2019**

**Analyst - Campaign Execution**

**Role & Responsibility:**

* Setup Email campaign/program management and Events using Exact Target, Marketo, On24 & Certain (marketing automations).
* Created and develop targeted and trigger – based email campaign, delivering tailored marketing message to segment of the email list.
* Implemented testing and segmentation strategies into email marketing campaigns to drive optimized open rates and increased leads
* Tracked weekly large-volume (1 million+) email blasts, triggered sends and email alerts within ExactTarget email platform
* Interacting with client for all required approvals post setup and to share the email and Event report post deployment.
* Identifying assigned requests from MASH (Ticketing Tool).
* Developing HTML emails using Web expression from the word/OFT template provided.
* Document email marketing process and train new employees on email standards, building emails, subject lines, and tips for higher deliverability.
* Creating and implementing new email campaigns for planned, core and special events to promote higher engagement and redemptions.
* Setting A/B test campaigns in Exact Target/Marketo as per client’s requirements;
* Creating Event Landing pages using Microsoft events tool – Certain, On24 and marketing automation tool –Exact Target.

**PROJECTS: -**

1. **Project Title:** Microsoft Modern Workplace

**Description:** Microsoft campaign to promote their products like MS Office, SQL etc. which are used at different workplaces.

**Responsibilities**:

* Fetching requirements from MASH tool;
* Extracting Data from data warehouse as per business logic using sql server
* Created and develop targeted and trigger – based email campaign, delivering tailored marketing message to segment of the email list in Exact Target and Marketo.
* Creating HTML email as per the word/oft template shared by marketer.
* Set up promotional email campaign in Exact Target;
* A/B test deployments based on subject lines/email content; and
* Implemented testing and segmentation strategies into email marketing campaigns to drive optimized open rates and increased leads
* Sharing reports post deployments.

1. **Project Title:** Microsoft Event Management

**Description**: Microsoft organizes different onsite/online events for promotion of their products. They need to send out emails for registration and forms/landing pages for the same. MSC helps them to do that.

**Responsibilities**:

• Gathering requirements for Landing page/form creation;

• Creating Event landing pages in Certain using different logics for registration;

• Syncing the created pages in Marketo for data flow; and

• Sharing reports for attendee and no showpost event.

PERSONAL DETAILS

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| **Name** | Gaurav Gupta |
| **Father’s Name** | Mr. B.D. Gupta |
| **Contact No.** | +91-8010013495 |
| **Address** | 5/24, Chiranjiv Vihar, Ghaziabad (UP) |
| **Marital Status** | Single |
| **Language Known** | English, Hindi |

I, Gaurav Gupta hereby declare that all of the above statements are correct and true to the best of my knowledge.

Place: Ghaziabad (Gaurav Gupta)