

TANISHA
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Objective

To work in a stimulating environment that would facilitate maximum utilization and application of my skills and capabilities thereby, making a positive difference to the organization.

Professional Summary

Creative and skilled Email Marketing Analyst and email developer, have an excellent email marketing campaign development and strategy skills (experienced in Salesforce Marketing Cloud, Eloqua, Cvent certified) Have a Bachelor of Technology in Computer Science and Engineering and 3 years of Email Marketing and development experience.

Professional Experience

Deloitte, Hyderabad

Oct' 2019 – Present

Designation – Consultant II

- Conducts **email campaign setup** including **email coding and configuration**, optimizes existing creative, targeting, data monitoring, scheduling, tracking, testing, and **deployment**.
- **Optimize campaign performance through A/B testing** and segmentation in Email Studio (ExactTarget) and having sound knowledge in Journey Builder.
- Creating **responsive emails segmentation in Email Studio**.
- Worked on **Email Studio, Automation studio, Journey Builder, Advertising Studio** in SFMC.
- Working with **Data Extensions and Audience Builder** for audience creation, data storing and extraction in Salesforce Marketing Cloud.
- **Troubleshoots technical issues related to HTML templates**, list segmentation and other aspects of email execution, as required.
- **Tracking and reporting in SFMC**.
- **Perform rendering tests to ensure templates are compatible across various platforms (mobile/desktops) and browsers - Litmus**.
- Working with other tools like, Cvent (Event Management tool) **working directly on program/event registration build through Cvent**.
- Worked closely with **clients to ensure the requirements and build/develop the site accordingly**.
- Advance skills in **MS Word, Excel, Outlook**.

MediaMint, Hyderabad

Jan' 2018 – Sep' 2019

Designation: CRM Associate

- **Design and Develop complex email campaigns using HTML/CSS from scratch, optimize for mobile by using media queries and edit creative content in Photoshop**
- **Setup and Deploy Email Campaigns in Email Studio**, spam checks prior deployment, and tracking post-deployment.
- Working with **Data Extension** and Audience Builder for **creating audiences**.
- **Tracking reports** in SFMC and worked on **basics of Ampscript**
- **PSD to HTML Conversion** using HTML/CSS, **Responsive designing** and **Hybrid Coding**.
- Conducts email campaign setup including email configuration, optimizes existing creative, targeting, data monitoring, tracking, testing, and deployment.
- **Troubleshoots technical issues** related to **HTML templates** and other aspects of email execution.
- **Rendering fixes for all desktop, mobile and web-based email clients** (Gmail, Yahoo, Hotmail, AOL in IE/Firefox/Chrome browsers, Outlook 2002-2013, Iphone4S, Iphone5, iPad, Retina, etc.) using Litmus.
- Used **Photoshop, Dreamweaver, Litmus, FileZilla** as per requirement.
- Execution, Deliverability, and Deployment of email campaigns.
- **A/B testing** and segmentation in **Email Studio** & optimize campaign performance.
- **Worked on SQL queries in Automation Studio** (Simple, Join, Usage of functions, Operators, etc.) and understand the database structure.
- Work closely with quality assurance engineers to ensure all Email newsletters are error free and ready for deployment and Management of client expectations and communication.

Certifications

1. [Introduction to SQL and MySQL](#)
2. Cvent Certification – [Event Management](#) and [Event Management Advanced](#)

Educational Qualification

Course	Institution	Board/University	Year of passing	Percentage
B. Tech (C.S.E)	CMR Institute of Technology, Hyderabad.	Jawaharlal Nehru Technological University	2018	73.33%
Intermediate	Kendriya Vidyalaya, Hakimpet.	Central Board of Secondary Education.	2014	76%
X (10 th)	Kendriya Vidyalaya, Hakimpet.	Central Board of Secondary Education.	2012	77.9%

Personal Profile

Date of Birth
Marital Status

18th October 1996
Single

Languages Known

Hindi, English

DECLARATION

I hereby inform you that all the statement made above are true to the best of my knowledge and belief.

Tanisha