

**Ambuj Kumar Meher**

*Consultant/E-mail Marketing, Campaign Management*

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#1088, Bargarh

Odisha, Bargarh - 768028

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**Capabilities :** Marketing Operations, Email Automation, Experience on Multiple CRMs, Google Analytics, Salesforce Marketing Cloud, Journey Builder, Quality Control, Email Studio, Mobile Marketing, Strategic Planning, SOW/SOP Creation, Development, Client Interaction/Communication, Account Management, Campaign Management, Leadership, Reporting, Training, Recruitment & Resource Management

**Summary:**

- 4+ years of multi domain experience to creatively tackle business goals by focusing on solutions that maximize the most efficient channels to complement business needs.
- Client Services exposure with Global Giants like Amazon, Barclays, British Gas, Chubb, eBay, Gumtree, HDFC Bank, IKEA, Tesco Bank and UPS to name a few.
- Extensive experience on Digital Sales & Digital Marketing with Fortune 500 companies
- Experience on Creating SOWs & raising POs along with managing 70+ Business Units at once
- Competent with Salesforce Marketing Cloud (ExactTarget), User Management, SFMC Administration, Journey Builder, Automation, Content Builder, eBay CRM, Campaign Management, Social Studio, JIRA/Agile, Google Analytics, Campaign Planning and Reporting
- Experience on single-handedly managing complete Campaign Operations from scratch to end
- Experience on Email Layout Design, Campaign Setup and Zero error Deployment
- Experience on Account Management, SOW & SOP Creation and JIRA Dashboard Management
- Experience on Web Technologies, PSD to HTML Conversion, Quality Assurance, Quality Control
- Knowledge and exposure on cross platform CRMs & CMS
- Strong Oral & Written Communication, Client Management/Onboarding skills
- Experience on Working closely with CxO level executives including CEOs, CFOs, VPs and AVPs
- Strong background & experience on managing clients across Multiple regions and Countries from India, USA, UK, Italy, Canada, Asia Pacific, Latin America & Europe

**Skills:**

SPECIALITIES	TECHNICAL KNOWLEDGE
Campaign Operation Account Management Client Communication Email Design and Setup SOW & SOP Creation Quality Analysis / Quality Check Reporting, Presentation skills Leadership, Team Management	HTML / CSS / JavaScript Salesforce Marketing Cloud Landing Page, Lead Capture Content Builder, Journey Builder Photoshop / CorelDRAW CMS (WordPress, CrownPeak) JIRA/Agile Project Management AMP Script, MySQL

## Work Experience:

### **Resulticks Digital India, Chennai** **Campaign Manager**

*Dec 2019 – Apr 2020*

- Managing Campaign process from scratch to Deployment
- Sharing SOWs and Campaign schedule with client(s) and raising Purchase Order
- Sharing Sample Proofs with client and working on Amendments (if any)
- Upon approval setting up the Campaign, ensuring Quality and timely delivery of the projects
- Populating dynamic fields/contents as requested and validating the correctness of Data
- Reporting to the Operation Manager-CRM & client upon successful deployment
- Worked on Lead Generation, Account Management, Brand Strategy, Campaign Analytics
- Managing Triggers & data driven templates and Deploying them in a timely manner
- Worked on content creation, publicity, social media, lead generation, copywriting

### **CapGemini, Pune** **Consultant**

*March 2018 – Jul 2019*

- Worked closely with executives in organizations including CxO level executives
- Managing Campaign operations from scratch to Deployment for Barclays & Chubb Global
- Managing Automation and Journeys as well as High Profile Clients' Data using Data Extension
- Taking request from client(s) and creating tickets in JIRA Dashboard for the Campaign/Project
- Managing Accounts and POs for Clients and Projects assigned
- Managing Administrative tasks, Managing 100+ Business Units and assigning Roles
- IP Whitelisting and Controlling access to platform and Business Units
- Creating Data Extensions and Lists and Setting up campaigns as per requirement
- Creating & Managing Triggers & data driven Emails and Deploying them in a timely manner
- Creating and Amending Brand Templates as per business requirement in Content Builder
- Building Pixel-Perfect device-friendly Emails as per the PSD or Layout
- A/B Testing as per requirement and sharing Proofs with client
- Worked on E-commerce and education related projects
- Worked on marketing brand products globally through various channels
- Looking into clients' queries & amendments and updating tasks accordingly
- Managing Client's expectations and escalations
- Managing client's data (Create, Edit, Delete, Add, Filter, Split record into Data extension)
- Upon approval setting up the Campaign, ensuring Quality and timely delivery of the projects
- Populating dynamic fields/contents as requested and validating the correctness of Data
- Upon successful completion of deployment, providing a brief report to the Operation Manager-CRM as well as to the client
- Giving training to the new joiners on Campaign setup and Campaign Management
- Created 500+ SOWs and schedule for different campaigns till date
- Preparing custom reports as per business need and presenting to CxOs on a recurring basis
- Scheduling WebEx, Daily Touch point & Scrum calls and resolving queries

**Zeta Global, Hyderabad**  
**Senior Campaign Manager**

*March 2017 – Feb 2018*

- Single handedly Managing Campaign process from scratch to Deployment
- Taking request from client(s) and creating cards in JIRA Dashboard for the Campaign/Project
- Building Pixel-Perfect Responsive Template as per the PSD or Layout
- Checking emails through Litmus/EmailOnAcid and fixing rendering issues
- Sharing Sample Proofs with client and working on Amends (if any)
- Populating dynamic fields/contents as requested and validating the correctness of Data
- Reporting to the Operation Manager-CRM & client upon successful deployment
- Worked on Lead Generation, Account Management and Campaign Analytics
- Worked on content creation, publicity, social media, lead generation, copywriting
- Direct communication with different MNCs clients on campaigns
- Worked closely with executives in organizations including CxO level executives
- Handled complete Campaign Operation from scratch to end for Global giants like IKEA, eBay, British Airways, British Gas, Tesco Bank and Gumtree.
- Providing E-mail and CRM support to MNCs Clients
- Building Responsive Template as per the Layout and Setting up the Campaign
- Producing reports based on Client's requests and query
- Looking into client's queries & amends and updating the task accordingly
- Integrating data from various back-end services and databases
- Importing/Exporting Client's data from FTP through FileZilla
- Managing clients' data (Create, Edit, Delete, Add, Filter, Split record into Data extension)
- Writing SQL Queries to retrieve required records and storing them in required extension
- Managing Client's expectations and escalations
- Measuring and reporting performance of Campaigns and Projects upon Deployment
- Handling clients from US & Canada, ensuring quality and timely delivery of projects

**Other Roles and Responsibilities:**

**Andhra Pradesh Education Centre (APEC), Hyderabad**  
**Senior Web Developer & Trainer**

*Dec 2014 – Jun 2016*

- Training students on different Multimedia technologies.
- Producing creative designs ranging from web layout to graphic design
- Training Students on different aspects of Web and Graphics technologies
- Creating Email Templates maintaining the standards
- Co-operating with web designers to match visual design intent
- Worked on content creation, updating, copywriting and publishing
- Checking the Quality of the work and Making necessary Amendments

**Organisational Awards:**

- Employee of the Year Awardee in 2015 by APEC, Hyderabad
- Awarded for Remarkable Performance and ZetaCares initiative in 2017 by Zeta, Hyderabad
- Client recognition award in 2018 at Capgemini by Chubb Insurance, US based Client

## Objective :

To obtain a challenging Career Opportunity in an organization that will provide me the opportunity to utilize my Knowledge, implement my Learning and use my skills to fulfil the Organization's Vision and to achieve my Professional goals.

## Accomplishments:

- Conducted extensive research, created detailed business models, and delivered strategic recommendations that resulted in significant savings to the company.
- Extensive experience in handling a variety of different clientele through various levels of communication, from independent agencies, to global giants, to independent contractors.
- Planned and coordinated numerous campaigns from scratch to end and Cultivated excellent long-term relationships with clients, maintaining ongoing communication and facilitating solutions to address concerns.
- Motivated and developed team members, resulting in resolution of issues and improvement in team cohesiveness and overall performance.

## Certifications :

- Digital Sales Certified – Google Inc. (2020)
- Google Analytics Certified – Google Inc. (2016)
- Motion Picture & Animation Making – Aptech (2010 – 2013)

## Educational Qualifications:

- 2009 – Graduation (B.A.) from Deogarh College, Deogarh – Sambalpur University
- 2006 – Intermediate from Govt. Vocational Junior College, Deogarh – CHSE Odisha
- 2004 – Matriculation from Raja Basudev High School, Deogarh – BSE Odisha

Professional Qualification	<ul style="list-style-type: none"><li>• <b>DCA</b> from OCSM, Oritech, Odisha</li><li>• <b>IELTS</b> from Mainstream Academy, USA Division, Bhubaneswar</li></ul>
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## Other Projects/Clients taken care of

**Between 2012 – 2020**

Worked on a range of projects ranging from Content creation, Publishing, Copywriting, Creative Ads, Graphics Designs to Designing Appealing Websites & Training.

- AVs for Doordarshan's Bal Ganesh series, Konark Festivals & Web Academy
- Managed Campaigns and Ads for Bhubaneswar Development Association (BDA).
- Creative Marketing for Neeru Kumar (Fashion Designer), Lakme Fashion Week, DesiBulz, Suraksha Invest Care, we4you, Anonym, OUAT and some more.
- Have done projects for international clients like izzebiz (US), Xarelto (US), DMP (Canada) and Indian clients like Oditech Properties, Uninor, TIME's Kids magazine
- Also Worked on Creating website layout/UI and QA by using standard HTML/CSS practices
- Responsible for maintaining, expanding, and scaling Marketing for Clients including Fortune 500
- Trained new recruits and freshers on different Web, Multimedia & Digital Marketing technologies

#### Additional Information:

- Strength: Quick Learner, Punctual, Adaptable, Never Quit Until you Succeed Attitude.
- Strong Presentation and Communication Skills (Oral and Written).
- Good Resource Management skill and ability to manage Projects single-handedly.
- Strong background and knowledge on Client Management.
- Good at Analytics and Reporting to the Client and Senior Management.
- Well versed with E-mail writing skills, both formal and phonetics.
- Won various awards in State and National level Debate and Presentation Competitions.

#### Personal Information:

Date of Birth: June 25, 1989  
Present Address: Bargarh, Odisha - 768028  
Father: Mr. Sarat Chandra Meher (Prof. in English)  
Nationality: Indian  
Language Known: English, Hindi, Odia, Telugu  
Follows: Dr. APJ Abdul Kalam, NASA, ISRO, Tom & Jerry show  
Interests: Playing Guitar, Singing, Listening to Kishore Kumar, Sharing Knowledge

#### Declaration:

I **Ambuj Kumar Meher**, hereby solemnly affirm that all the information supplied by me is correct, complete and true to the best of my knowledge and belief.

*Ambuj Kumar Meher*