

CURRICULUM VITAE



Rishabh Sharma

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Professional Synopsis

Performance-driven professional with 7 years of experience in Salesforce marketing Cloud, Marketo, Eloqua, CDP (Blueconic), HTML & CSS, Marketing Automation, CRM (SFDC, AladdinCRM), Order Management, SMS Marketing, Data Analysis, Customer Segmentation, Reporting

Work Experience

Organization: Verticurl

(March 2021 till October 2023)

Roles & Responsibilities:

- 1 year of experience working with **SFMC Interaction Studio and use of Einstein for Recommendations & Decisions (Next Best Actions)**
- 6 month working experience with **Blueconic CDP**.
- Build end-to-end frameworks within Interaction Studio to enable necessary setups, Modelbuilds, and deployment for targeting customers in real-time. Frameworks to execute Signal based targeting
- **Have experience in creating emails in Email Studio with dynamic content and personalization, creation of smart forms and landing pages, automating data imports and other business processes in Automation Studio, creating medium and complex Journeys in Journey Builder, and building, validating and updating lists and data extensions in Contact Builder. Experience with Mobile Studio, Interaction Studio.**
- Perform QA and rendering checks in all mail domains & devices. Apply code fixes to incorrectly rendered images/emails and dynamic content.
- **Strong understanding and work experience with Ampscript, SSJS and SQL.**
- **Have experience with loading/importing records into Data Extension by using SQL or SSJS.** Validate the data and create audience segments for campaigns as per client requirements.
- **Have good amount of experience in creation of complex journeys in Journey Builder, utilize various data sources and create audience for Journeys, User Initiated emails, Triggered Sends etc.**
- **Have knowledge and experience in set up of SFMC from scratch, create Business Units, create Roles and User profiles, edit user permissions etc.**
- **Good hands-on experience in SOAP and REST API.**
- Good knowledge and work experience in understanding the client data model, build and set up activities. Integration of the Salesforce Marketing Cloud with Salesforce Development Cloud or other 3rd party DMS to use data in various campaigns.
- Gather requirements from the client for campaign creation. Analyze the requirements and seek clarifications for any incomplete or vague requirements.

- Create required documentation for all campaigns or journeys including QA checklists.
- Provide technical and analytical guidance, training and KT to team members.

Organization: INFOSYS (Nov 2019 till Feb 2021)

Client:- BlackRock

Roles & Responsibilities:

- Support the deployment of email marketing campaigns with a focus on extracting the relevant data from **Salesforce marketing Cloud & Oracle Eloqua**.
- Support the business and marketing colleagues with best practice usage of data in email marketing campaigns and the application of **Oracle Eloqua & Salesforce marketing cloud**.
- Review and provide feedback on the quality and effectiveness of an email marketing data strategy and the content and visual assets proposed for a campaign
- Coordinate and arrange collaboration with agency partners and other marketing teams including booking in relevant support requests
- Deliver the requirements of our brand and regulatory processes across deliverables including brand, risk and data management policies.
- Extract and arrange for the submission of campaign reporting, CRM data management and third party data sources including client insights and competitor activity
- Maintain all creative repositories
- Support lead management and sales processes
- Be involved in day to day workflow allocation

Organization: WNS Global Services Pvt. Ltd Gurgaon (Sep 2017 to Nov 2019)

Designation: Senior Associate Analytics (Adobe Campaign Classic/Salesforce Marketing Cloud)

Client:-

Etihad Airways is the second-largest airline in the United Arab Emirates (after Emirates). Its head office is in Khalifa City, Abu Dhabi. The airline operates more than 1,000 flights per week to over 120 passenger and cargo destinations in the Middle East

Roles & Responsibilities:

- Developed marketing campaigns for Etihad Airlines customers that contain transactional and promotional offers using **Salesforce Marketing Cloud** and **Adobe Campaign Classic tool**.
- Analyzing the brief requirements provided by the Client strategy teams to design the campaigns workflows and also providing analytical support to them to improve channel performance & targeting criteria for marketing campaigns
- **Designed various multi-channel campaigns including Email, Direct Mail SMS and Mobile App for different set of audiences based upon different set of requirements in SFMC.**
- Involve in debugging of delivery and campaign related issues thereby ensuring successful delivery of campaigns
- Have worked on JIRA tool i.e. used to manage and report all campaign related tasks
- Enable use, reuse and tracking of campaign building blocks, including audiences, segments, treatments and exclusion rules.
- **A/B TESTING on Subject Line, EMAIL, Pre-headers etc. to decide the best version of email in SFMC.**
- **Quality check on Email Content, HTML Codes, URL's, SMS wordings and DM Content and also checks on proper offer assigned to each recipient in the database.**
- Data Extraction and Volume Analysis of Campaigns.
- Creating Control Groups in ADOBE

- Weekly meeting with the Product team and discussion on the new Campaigns, ad-hoc Campaigns and BAU Campaigns.

Organization: Rightwave Info solutions Pvt. Ltd NOIDA (Aug 2015 to Jan 2017)

Designation: Email Marketing Consultant (Marketo/Eloqua/Inhouse tools)

Client:-

WSO2 is an open-source technology provider founded in 2006. It offers an enterprise platform for integrating application programming interfaces (APIs), applications, and web services locally and across the Internet.

Roles & Responsibilities:

- Developed marketing campaigns for one of the technology provider client which includes Promotional, retentional, Upsell, Cross sell and event-based campaigns including offers using **Marketo**.
- Deliver online customer analyses, such as: Customer Segmentation and Retention Analysis
- Define and implement routine churn reports (weekly / monthly) for e-Marketing campaigns
- To create Marketo workflows using Selection, Suppression, Segmentation and output lists & delivers to different destination channels (Telephone/Direct Mail/e-Mail/SMS/Mobile).
- Weekly meeting with the Product team and discussion on the new Campaigns, ad-hoc Campaigns and BAU Campaigns.
- Quality check on Email Content, HTML Codes, URL's, SMS wordings and DM Content and also checks on the proper offer assigned to each recipients in the database.
- Pre and Post Analysis of the campaign and ensuring that proper data is flowing through each activity transition.
- Data Extraction and Volume Analysis of Campaigns.
- Creating email marketing plan and Segmenting customer as well as Prospect according to different demographic.
- Segmenting Lists according to different location, city, state and also including the project type like Resale or Primary Property.
- Building promotional Campaigns and perform quality assurance that campaigns are sent in a proper manner.
- Perform quality assurance like HTML correction in campaign, grammar spell check , spam words correction and opt-out link correction
- A/B TESTING on Subject Line, EMAIL, Pre-headers etc. to increased Open Rates.
- Performing SMS marketing to increase ROI.
- Exporting the leads the portals and assigning them to the CRM.
- Checking that the leads are properly assigned to CRM.
- Report Building using MS Excel-2013.

Client:-

Anaplan is the name of a software company and the SaaS platform it sells. Based in San Francisco, Anaplan has over 20 offices globally, 175 partners, and more than 1100 customers worldwide.

Roles & Responsibilities:

- Conceptualizing and creating email marketing plan.
- Build promotional programs, segment customers, and perform quality assurance on all outbound campaigns using Inhouse marketing tool.
- Leverage email marketing tools to develop transactional, promotional, and informational content strategies that maximize customer retention, lead nurturing and up-sell programs.
- Perform day-to-day digital marketing activities including, email campaign set-up, landing page creation, scheduling, multivariate testing, URL tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns.
- Drive and optimize key traffic and revenue metrics including CTR, open rates, engagement and retention. Report on campaign metrics and trends on daily, monthly & quarterly basis.

- Troubleshoot technical issues related to HTML templates, responsive design, list segmentation and other aspects of email execution, as required.
- Create data-driven, dynamic digital campaigns and tests that deliver against ROI targets through a highly segmented customer base.
- Ensure compliance with CAN-SPAM 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.
- Knowledge of Litmus Tool for Email Testing (Email preview in different-different email clients and devices) and checking the spam score.
- A/B TESTING on Subject Line, EMAIL, Pre-headers etc. to increased Open Rates.
- Report Building using MS Excel-2013.

Tools Proficiency

- Salesforce Marketing Cloud
- Marketo
- Blueconic
- Eloqua
- Mailchimp
- JIRA

Professional Qualification & Certification

- B.TECH (Computer Science) from Krishna Institute of technology, Kanpur in 2015.
- Certified Salesforce Marketing Cloud Email Specialist, Interaction Studio, Salesforce Marketing Cloud Admin, Blueconic CDP.
- Trained on HTML, CSS and JAVASCRIPT, SFMC, SFDC

Personal Particulars

- Father's Name: Late Kaushal Kishore Sharma
- Date of Birth: Jan 23, 1993
- Gender: Male
- Marital Status: Unmarried
- Languages Known: English & Hindi

Declaration

I hereby declare that the information furnished above is true to best of my knowledge.

Place: Gurgaon

Date: 10-Mar-2023

Rishabh Sharma