



# Ganesh Kumar Alladi (Campaign Manager)

A committed Campaign Manager (Agile) who specializes in Digital Marketing Industry with extensive experience in Email Marketing, Campaign Analytics, delivering regulatory, strategic and implementation projects. Having proven track record in delivering complex, multi-disciplined, and highly visible projects to senior stakeholders. Having first class executive leadership, negotiating and communicating skills and capable of providing authoritative guidance and had extensive experience in managing large size AGILE projects.

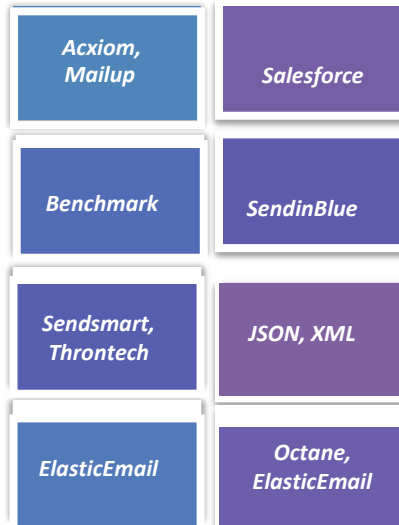
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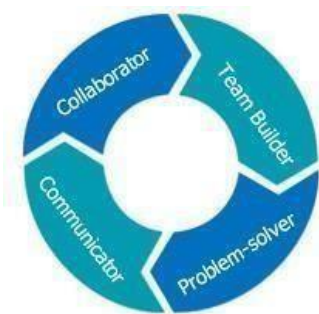
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## Core Competencies



## Soft Skills



## Profile Summary

- Results-driven professional, with 4+ years of experience with Bachelor degree in Computer Science Engineering and proven track record in increasing productivity, quality and client satisfaction.
- Creative thinker and analytical problem-solver, with demonstrated ability to manage projects from planning through execution/ completion in the fast-paced, time-sensitive environments.
- Exceptional interpersonal communicator who effectively interacts with clients and all levels of management.
- Decisive, energetic, focused team leader/player who leads high performing teams through implementing changes and improvements.
- Guiding team development efforts towards successful project delivery.
- Providing technical guidance to teammates through coaching and mentorship.
- Identifying and encouraging the areas for the growth and improvement within the team.
- Prepare reports, manuals and other documentation on the status.
- Looking after implementation of projects while ensuring adherence to company's policies & standards.
- Working with the team members to ensure smooth progress of the project work.
- Resolving the Campaign issues & defining strategies to the client.
- Advanced reporting, analysis of campaign results, managed advanced email campaigns.
- Campaign Management, Deployment and Reports for deployed campaign.
- Responsible for domain warm-up and making Warm-up plans to increase successful deliverability.
- Reporting related to account management team.



## Academic Details

- **Amrita Sai Institute of Science and Technology** 2010- 2014  
**Jawaharlal Nehru Technical University (JNTU)**  
**B. Tech- Bachelor of Technology**  
**Concentration:** Computer Science Engineering
- **Chaitanya Junior College** 2010  
**HSC – Higher Secondary School Certificate (MPC)**

SSC – Senior Secondary Certificate



## WORK EXPERIENCE

### **Cognizant Technology Solutions, Hyderabad**

**Job Role:** Sr. Developer

**Mar 2021 - Till Date**

#### **Roles & Responsibilities:**

- ✦ Guide team in preparation of technical specification document and review the same
- ✦ Guide team in coding as per design and follow coding standards and cloud products / platform best practices in development
- ✦ Prepare guidelines and checklists (coding checklist, performance checklist, deployment checklist etc.) for development and testing activities. Update the performance, development and coding checklist/(s)
- ✦ Guide the developers in identifying, preparing and conducting unit test cases and fixing defects based on results
- ✦ Provide periodic status update to supervisor and highlight / recommend any changes in design based on challenges faced.
- ✦ Coordinate with QA team during the testing phase and address queries raised by QA within defined timelines
- ✦ Conduct allocated transition tasks as per agreed timelines and provide prompt response during production support
- ✦ Perform sanity check post deployment to ensure smooth production Coordinate with cloud product administrators for cloud migration as needed
- ✦ Analyze and prepare releases based on business process dependencies and enable sprint test cycles and deployment for release management

### **Mirum India, Mumbai**

Mirum India, part of WPP, is a leading digital agency with a pan-India footprint. They are a team of 225+ professionals and our bouquet of services includes digital media strategy and creative; tech builds; as well as end-to-end marketing automation solutions.

**Job Role:** Campaign Manager

**Feb 2020 - Mar 2021**

**Clients Handled:** Watchbox, Tresor, Paisabazaar, Purvankara, KFC, Learncab, Simplv & IDFC.

#### **Roles & Responsibilities:**

- ✦ Monitor Email deliverability performance, analyse issues, provide recommendations for issue resolution and educate the client on deliverability challenges
- ✦ Conduct periodic assessments of client deliverability, including delivery baselines and scorecards
- ✦ Monitoring Return Path or an equivalent seed-list service for problems
- ✦ Tracking and correcting blacklist listings of IP addresses
- ✦ Monitoring Clients instance and performance, analysing issues, providing recommendations for issue resolution and educating the client on deliverability challenges.
- ✦ Assisted in developing several methods to send emails that were not labelled as spam.
- ✦ End to End campaign management in Email studio, Mobile connect of Salesforce Marketing Cloud.
- ✦ Creating briefs and working with designers to produce creative for campaigns. Testing campaigns editing HTML code whilst ensuring best practice is applied.
- ✦ Primary escalation contact for Client issues/questions related to full -service email campaigns.
- ✦ Working cross-functionally with Production, Account Management, and Technology on behalf of our clients to ensure successful email programs.
- ✦ Participate in Client meetings, manage Client mailing calendar, asset review, campaign creation, campaign scheduling, post-deployment validation
- ✦ Expertise in Utilizing Journey Builder to execute highly personalized one-to-one customer journeys using: DE based Entry Source & Event-Based Entry Sources
- ✦ Proficient in setting up Complex & Multistep Journeys involving: Multiple Decision Splits, Multiple Engagement Splits & Goal/Exit criteria.
- ✦ Proficient in setting up triggered journeys linked with Sales Cloud data attributes.
- ✦ Extensive experience in setting up automated campaigns using Automation Studio.
- ✦ Proficient in Batch & Blast Email/SMS campaigns.
- ✦ Provide pre and post-campaign analysis and suggest a recommended course of action for future campaign optimization.

### **Zeta Global Private Limited**

At Zeta, they combine an entrepreneurial “make it happen” approach with the strong foundation of practices and process required to work with sprint clients base of fortune 500 companies.

**Job Role:** Campaign Manager

**Nov 2018 - Feb 2020**

**Roles & Responsibilities:**

- ✚ Having extensive experience in email marketing tools like Impact 10(Formerly Acxion impact) & PC7 (eBay tool). Worked on Onboarding, migrations and warmup strategies for new clients.
- ✚ Develop and Deploy B2C, B2B HTML based campaign using Email Marketing automation Tool IMPACT and dynamic content customer segmentation.
- ✚ Aware of Email Marketing best practices: Spam, Unsubscribe, Subject line, HTML to Image ratio, content, contains URL, HTML code.
- ✚ Development of Responsive HTML template, Test email rendering consistency across all email clients. Test the Email rendering using Litmus.
- ✚ Initiated A/B testing on subject lines, Call-to-action that can increase the open rates and customers engagement.
- ✚ Code Dynamic content and map variables within the Campaign. Upload relevant content and setup email campaign within the IMPACT mail platform.
- ✚ Responsible for domain warm-up and making Warm-up plans to increase successful deliverability.
- ✚ Suggest subject lines to enhance open rates and creative feedback for better CTOR.
- ✚ Strategize advance customer segmentation and effective targeting.
- ✚ Apply deliverability techniques on emails so that emails directly go into subscriber's inbox.
- ✚ Campaign Management, Deployment and Reports for deployed campaign.
- ✚ Create responsive email-template for Telecommunication client.
- ✚ Do deployment for client on daily basis and make warm-up plan accordingly.
- ✚ Strong understanding of marketing automation systems, best practices, program management, and demand-gen program management from technical, strategic and tactical perspectives.
- ✚ Advanced reporting, analysis of campaign results, managed advanced email campaigns.
- ✚ Resolving the Campaign issues & defining strategies to the client.

## Freelancer

**Job Role:** Campaign Management & Executive

**Dec 2017 - Oct 2018**

**Tools Used:** SendGrid, ElasticEmail, Mailchimp, Octane, Netcore, Mailkoot, MailerLite, SendinBlue

### **Roles & Responsibilities:**

- ✦ Requirement Gathering and Dealing with the Client's Email.
- ✦ Deliverability problems and finding the resolution for them.
- ✦ Design and execute lead nurturing programs, Product Consumption Marketing Program. IP warming and client Ramp up strategies and planning.
- ✦ Performing Deliverability Audits/reporting for new clients.
- ✦ Troubleshooting email deliverability issues. Creating Technical Workflow, Targeting and Segmenting, Campaign execution, Performing A/B testing.
- ✦ Monitoring Clients instance and performance, analyzing issues, providing recommendations for issue resolution and educating the client on deliverability challenges.

## **Way2Online Interactive Service India (P) Ltd., Hyderabad**

Way2Online established in 2006, it is trusted by more than 1000 clients across India, Way2Online has become the ultimate destination for Indian Marketers to varied sectors to achieve holistic consumer based and data-driven marketing across the channels with the b2b products and services.

**Job Role:** Team Lead

**Oct 2015 - Nov 2017**

**Tools Used:** Benchmark Email, Experian Cheetah mail, Mail Up, AcumbaMail, TruePush

### **Roles & Responsibilities:**

- ✦ Coordinate, facilitate, delegate and manage the day to day tasks involved in deploying campaigns.
- ✦ Creating briefs and working with designers to produce creative for campaigns. Testing campaigns editing HTML code whilst ensuring best practice is applied.
- ✦ Primary escalation contact for Client issues/questions related to full -service email campaigns.
- ✦ Working cross -functionally with Production, Account Management, and Technology on behalf of our clients to ensure successful email programs.
- ✦ Participate in Client meetings, manage Client mailing calendar, asset review, campaign creation, campaign scheduling, post - deployment validation.
- ✦ Data handling & broadcasting, producing and analyzing campaign report. Liaise with the clients in order to relay any information, or solve queries relating to campaign management.
- ✦ Monitor Email deliverability performance, analyze issues, provide recommendations for issue resolution and educate the client on deliverability challenges.
- ✦ Act as the liaison between the client and the ISP mediation team, where ISP negotiation/mitigation is required. Conduct periodic assessments of client deliverability, including delivery baselines and scorecards
- ✦ Monitoring Return Path or an equivalent seed-list service for problems.
- ✦ Monitoring Clients instance and performance, analyzing issues, providing recommendations for issue resolution and educating the client on deliverability challenges.
- ✦ Assisted in developing several methods to send emails that were not labelled as spam

## **Significant Highlights**



### **Certification and Badges**

- Salesforce Certified- Marketing Cloud Email Specialist.
- Salesforce Certified- Marketing Cloud Administrator
- HubSpot Email certified
- Certified on General data protection regulation (GDPR) from Alison
- Certificate of completion of Tableau from 365 data Science.
- HubSpot certified on Inbound marketing
- Awarded as Best Employee of the quarter (**Way2Online Interactive Pvt Ltd**)



### **Personal Details**

- ✦ **Date of Birth** : 21<sup>st</sup> August 1993
- ✦ **Languages Known** : English, Hindi, Telugu
- ✦ **Address** : Mumbai



### **DECLARATION**

I hereby declare that the above said details are true to the best of my knowledge and belief.

Place: India

Yours truly,

