

RITIKA SHARMA

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CAREER OBJECTIVE

A challenging position in an organization where I can put my best efforts with enhancement of my skill and strengths to achieve the predetermined goals of organization.

EDUCATIONAL QUALIFICATIONS

| Qualification | Year of Passing | College/School Name/Board | Percentage |
|----------------------------------|-----------------|---|------------|
| MCA | 2021 | Indira Gandhi National Open University | 76.3% |
| BCA | 2016 | Kamal Institute of Higher Education and Advance Technology by Guru Gobind Singh Indraprastha University | 80.5% |
| Intermediate(12 th) | 2013 | Tagore Public School, CBSE | 67.8% |
| Matriculation(10 th) | 2011 | Tagore Public School, CBSE | 60.8% |

WORK EXPERIENCE

- Working as an **Email Marketing Executive** in OPK E SERVICES PVT. LTD from May 2019 – till now

Roles and Responsibilities:

- Working in Email Marketing Department
- Working on Email Campaign Automation using Exact Target, onpage, AIB Platform.
- Planning Weekly & monthly Send Scheduled for different campaigns as per the trends.
- Creating personalized email templates using HTML, CSS in Email Studio (Salesforce Marketing Cloud) & Automation-Scheduling Emails.
- Have worked as QA to ensure emails are rendered as insisted across all email clients and screen resolutions.
- Performing A/B testing, Domain Warmup & maintaining Domain Reputations.
- Working in providing opener extractions.
- Doing Campaign Analysis and Reporting using Tableau and MS Excel.
- Handled journey and nurture campaigns for enabled customers.
- Hands on experience in the quality testing of templates on different email client domains like gmail,yahoo,aol,comcast and manage through JIRA tools.
- Majorly involved in the week wise planning of the various offers to be targeted with best possible combinations and dealing with USA team on the content prioritization with respect to the seasons coming.

- Worked as an **Trainee Content Writer** in Amar Ujala from Jan 2018 - Jan 2019

Roles and Responsibilities:

- Created & proofreading text Content for the company's website i.e. **safalta.com**.
- Wrote SEO based engaging content.
- Created fresh articles for various types of current topics.
- Worked closely with Product Marketing Managers to gather product and customer knowledge to execute projects.
- Wrote high quality content articles in various topics.
- Wrote feature articles, news blogs, and other original online content that engages readers with clear, captivating, and conversational language
- Conducted simple keyword research and use SEO guidelines to increase web traffic.
- Ensured all-around consistency (fonts, style, images).
- Worked closely with SEO team to produce website content for the Education sector such as Exam Preparation Online, Competitive Exam and Government Jobs preparation, Tips and Tricks to crack your competitive examination easily and prepared study material of meta tags, title tags and header tags.
- Wrote and edited a wide variety of website content in a clear, engaging and conversational style to appeal to website visitors and motivate them to take desired actions.

TECHNICAL SKILLS

- **Tools**-Exact Target (SFMC), Onpage, AIB, Tableau
- **Databases**-SQL server 2005/ 2008
- **Web Technologies**-HTML, JavaScript, CSS
- **Operating Systems**: Windows operating system
- **Programming language**: Java, C#, ASP(MVC)

CERTIFICATION

Have done certification course in Dot.net from NIIT.

KEY STRENGTH

- Quick learner with good grasping ability
- Great time management skill
- Team worker
- Action oriented and result focused

Declaration:

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

(Ritika Sharma)