SHISHIR DIXIT

91 7259749750

shirudixit007@gmail.com

Mumbai-400080

PROFILE

Successful Email Marketing Specialist with 8 years experience of Dozens of Email Marketing Campaigns, Retention Marketing, Marketing Automation, Newsletters and End to End Campaign Management.

Working experience in A/B Testing, Personalisations, Newsletter and Daily run email campaigns, Freemarker Scripts. HTML/CSS.

Currently working as Email Marketing & Automation Manager at Cedar Management Consulting International, Mumbai.

Hands on working experience in HubSpot, Salesforce Marketing Cloud and Agility Harmony/Epsilon People Cloud Messaging.

Project Management tools used: Asana, Monday.com, ServiceNow and Jira

Email Deliverability/Preview checking tools used: Litmus, ReturnPath

EXPERIENCE

Email Marketing & Automation Manager, Cedar Management Consulting International, Mumbai, India — May 2023 - Present

- Develop and execute email marketing campaigns that engage our target audience and drive conversions.

- Build, test, and optimise marketing automation workflows and email templates.

- Segment and manage our email database, ensuring that all email communications are targeted and personalised

- Collaborate with cross-functional teams for delivering monthly and weekly newsletters.

- Develop and track KPIs for email campaigns and marketing automation workflows.

- Ensure that campaigns are aligned with business objectives and brand guidelines.

- Collaborate with senior leadership to understand business goals, create lead trackers, lead nurturing strategies and related reports.

- Stay up to date with the latest trends and best practices in email marketing and marketing automation.

Tools/Platforms used: HubSpot, Monday.com

Senior Email Marketing Specialist, BenefitHub India Pvt Ltd, Mumbai, India — May 2022 - April 2023

- Creating and executing email marketing campaigns through HubSpot to engage HR managers of existing clients.

- Conduct analysis and report on the successfulness of the email marketing program ensuring that BenefitHub remains CAN-SPAM compliant and follows best industry practices.

- Leverage email marketing tools and analytics to develop transactional, promotional and informative content strategies to grow BenefitHub's database

- Maintains HubSpot marketing automation tool, ensuring data/list integrity, documenting procedures, improving audience segmentation

- Optimise Open, click & action rates by A/B testing subject lines, content and more.

Tools/Platforms used: HubSpot, Asana, Monday.com

Business Process Svcs Analyst, Accenture India, Mumbai, India — March 2020 - April 2022

- Setting up email campaigns in Salesforce Marketing Cloud (Classic Builder, Content Builder), implementing changes as per the client update in email template doc.

- Running automation activity by creating SQL query in Automation Studio.

- Campaign Assets include CRF, Final HTML Creative along with images, Data file details, and criteria rules.

- Checking the proofs internally in required domains and Return Path(Proof Checking UI).Target customers by creating Data Extensions which include Inclusions, Exclusions are worked as per the instructions provided in the CRF.

- Tests/Proofs are sent to specified client proofs within the standard turnaround time provided for the campaign setup request and approval will be requested for scheduling the campaign.

- Associate the campaigns, Data Extensions and schedule/deploy the email campaigns as per request.

Tools/Platforms used: Salesforce Marketing Cloud, Jira, ReturnPath

Campaign Analyst, Epsilon India, Bangalore, India — August 2017 - March 2020

- The Campaign Analyst works cross-functionally with Production, Account Management, and Technology on behalf of our clients to ensure successful email programs

- Building platform related solutions for full-service customers. To include participate in Client meetings, manage Client mailing calendar, asset review, campaign creation, internal UAT, oversee external UAT, change management, manage approval process, reports generation, QA, campaign scheduling, post deployment validation.

- Primary escalation contact for Client issues/questions related to full service email campaigns.

- Ensure overall Client satisfaction through timely and accurate completion of projects.

- Maintain campaign process and program documentation.

- Provide weekly account updates to BSA, Account team and/or Client.

- Attend recurring Account meetings (internal and external)

- Provide back-up support during Vendor outages

- Working knowledge of Client's business, goals/objectives, campaigns and how they use the Epsilon People Cloud Messaging.

- Track Non-deployment activity and providing a monthly report to Campaign Manager and Team Lead.

- Update/create Knowledge Base Articles and Client case studies as necessary.

- Provide input on Campaign Solutions processes and template forms.

Tools/Platforms used: Epsilon People Cloud Messaging, Litmus, iHeat, ServiceNow

Client Service Analyst, Theorem India Put Ltd, Mysore, India — September 2014 - November 2016

- Is completely responsible to setup campaigns for assigned clients and to make sure that the deployment occurs at correct time successfully and to track post deployment records of the campaigns.

- Email Campaign Setup, Working on Customer Records and frequent checking that mailing takes place on correct date and time provided by end client using Epsilon People Cloud.

- Conducting a Pre-quality check for the creatives provided and edit as per client requirement, analysing the creatives, targeting lists and reporting issues if any found in the creative to developers/production team and fixing those.

- Reporting to client regarding the post deployment activities such as no.of mailing pushed, email delivered, click rates, pass along, opens and many more.

Tools/Platforms used: Epsilon People Cloud Messaging, Litmus, iHeat

EDUCATION

PES Institute of Advanced Management Studies (Affiliated to Kuvempu University)Computer Applications , Bachelor's of Computer Applications — 2011 - 2014

SKILLS

Team Management , Team Leadership, Change Management, Scheduling, Project Management Software, Adobe Dreamweaver, Adobe Photoshop, CRF Build, HTML, FreeMarker, Marketing Automation, Google Analytics Multichannel Marketing, Digital Marketing, Enterprise Campaign Management, Inbound Marketing, Marketing Management, Marketing Strategy, Marketing Automation, SQL, Personalisation, Email Marketing Software, Campaign Monitor, Email Marketing, Email Campaigns ExactTarget/Salesforce Marketing Cloud, HubSpot, AmpScript, Retention Marketing