

# Megha Gupta

Pune, MH-412207

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## OBJECTIVE

Looking for an Opportunity to build my career with a highly focused Organization where I can explore myself, add value to the organization and align self-objectives with it.

## TECHNICAL SKILLS

- Software known : MS Office ,Adobe Photoshop CS6 , Dreamweaver, Illustrator, sketch, figma, zeplin
- Web Technology : HTML, CSS, Bootstrap, JavaScript
- Email Service Providers : Mailchimp, Campaign Monitor, SFMC, Active Campaign, Klaviyo, HUBspot, Iterable etc.
- Certification : Marketo, Klaviyo, Hubspot (in process)

## CERTIFICATIONS

- Marketo Certified Associate in March, 2019.
- Klaviyo Product Certification in March 2021.

## WORK HISTORY

**HTML DEVELOPER** | 12/2020 to Current

**Uplers Pvt Ltd - Pune, Maharashtra**

- I have started working on Automation and campaign management with different ESP like Klaviyo,Active Campaign, Hubspot , Marketo, SFMC etc.
- Handled day-to-day running of Task, ensuring high levels of productivity and progression.
- Performed duties in accordance with all applicable standards, policies and regulatory guidelines to promote a safe working environment.
- Completed task to ensure compliance with relevant regulations.
- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Maintained energy and enthusiasm in a fast-paced environment.
- Actively listened to customers, handled concerns quickly and escalated major issues to the supervisor.

- Created plans and communicated deadlines to ensure projects were completed on time.

## **HTML DEVELOPER | 08/2014 to 11/2020**

### **Uplers Pvt Ltd - Pune, Maharashtra**

- The main role is to test the Newsletter and send it to the client and revert the client's query.
- I have worked on many add ons and ESP(email service providers) which is used for Marketing Campaigns.
- I have experience of campaign management with ESP like active campaign,klaviyo, hubspot,marketo etc.
- Coordinated with the business to understand the business and structure and resolve the issues.
- Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud.
- Worked with Asset Management marketing team, internal staff and production team to plan and execute development cycle.
- Create, build and execute campaigns.
- Upgraded from Exact target 1.0 to Salesforce Marketing 2.0.
- Setup and Implemented Salesforce marketing cloud 2.0 org.
- Worked on Content builder to create content templates.
- Integrated with Salesforce by using Marketing cloud connector (V5).
- Configure salesforce and marketing cloud integration user along with configuration in salesforce.
- Support the Email Marketing Manager in the development of new business requirements.
- Worked on Automation studios and also created related Activities.
- Worked on tracking to track the email clicks.
- Worked on AMP scripts while creating the Email templates.
- Worked on Unit testing for the customizations and developments done during the project.
- Analyzing the code and making respective modifications.
- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
- I am working for the company which creates Email Newsletters and Templates for Marketing Campaigns.
- We are working on responsive and fluid templates too.
- Development Email Templates with Different ESP and add ons.
- Testing of Templates in different email clients and mobile devices.
- Worked with Responsive and Fluid templates.
- Check Test Proof.

## EDUCATION

QUALIFICATION	UNIVERSITY / BOARD	YEAR OF PASSING	PERCENTAGE/SPI
B.E	Gujarat Technological University	2010 - 2014	8.00 SPI
H.S.E (Science)	G.S.H.S.E.B	2010	58.60%
S.S.E	G.S.E.B	2008	80.00%

## ACCOMPLISHMENT

- I got 1st prize in manual robotics in Star Techno solution of Automation & Robotics Pvt. Ltd. in Nov-2010.
- I have participated as a coordinator in the SALCON-2011 organized by Sal Institute of Technology & Engineering Research.
- I have participated in a one day seminar on the theme of NEW VISTAS IN GREEN AVIATION & INFRASTRUCTURE” a state level technical seminar as Organizer.
- In 2018, I worked as a best performer of the year and got en-star for the commitment on one project which was the most important client for the organization.

## PERSONAL DETAILS

Date Of Birth: 22 January 1993  
Languages Known: Hindi, English, Gujarati  
Nationality: Indian