

Pavan Unavane

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Date of Birth: 29th Nov, 1993

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Summary:

Experienced Campaign Specialist With 6.3 Years of experience and achievement with demonstrated success in the area of NBFC and IT industry, Skilled in Salesforce Marketing Cloud, Oracle Responsys Platform, Adobe Campaign, HTML, Email Marketing, Oracle SQL along with added experience into Business Development.

Driving complex paid media and digital marketing plans and performance campaigns to completion. Equally proficient in B2B and B2C marketing conceptualizing planning, executing, and analyzing campaigns across multiple media, Own end-to-end campaign execution including campaign setup, data setup, A/B testing, monitoring and optimization to maximize ROI.

Software/Tools : Salesforce Marketing Cloud, Adobe Campaign, Oracle Responsys Platform, Google Analytics, Data Studio, having sound knowledge of Web Engage, Tableau.

Programming Language: HTML, Amp script, CSS, SQL, JAVA

Professional Experience:

Alshaya Outsourcing Limited (Location: Bengaluru)

Job Position:- Lead CRM (Campaign Specialist)

Duration: 07/2023 - Present (11 Months)

Roles & Responsibilities:

- Worked on handling the team, gathering requirement from client, preparing design document, monitoring development, Internal & Client demo, code coverage & deployment.
- Worked with the Email Marketing team for different accounts, have hands on experience with A/B testing, Trigger Email, Bounce Rate, Soft Bound, etc.
- Responsible for understanding the marketing requirements, developing and extracting the target population and formatting the information for campaign execution.
- Created multiple complex segments through SQL.
- Lead team of 4 peoples on SFMC platform along with the design and implementation of HTML templates.
- Knowledge of Designing and creating automations via Automation Studio, Managing SFTP (Data Extract and File Transfer) request, SQL queries according to requirement.
- Command on Journey Request.
- Discussion with client regarding day-to-day activity.

- Plan, build and execute campaigns and nurture programs in a flexible and timely manner.
- Responsible for launching and monitoring the campaigns to make sure the campaigns has been successfully launched.

Tata Consultancy Limited (Location : Pune)

Job Position :- IT Analyst (Campaign Specialist - SFMC)

Duration : 07/2021 - Present (1 Year 10 Months)

Roles & Responsibilities:

- Managed Marketing Strategy for Microsoft Client.
- Familiar on SQL - based query activities for audience segmentation, reporting and data extracts.
- Knowledge of Designing and creating automations via Automation Studio, Managing SFTP (Data Extract and File Transfer) request, SQL queries according to requirement.
- Command on Journey Request.
- Discussion with client regarding day-to-day activity.
- Capability of Analytics Report (Journey Report, Campaign Report)
Managing non – broadcast request like Account Send Summary Report and many other.
- Responsible for launching and monitoring the campaigns to make sure the campaigns has been successfully launched.
- Strong knowledge of Journey builder, Automation Studio and data extensions with Einstein STO
- Cross-trained existing employees to maximize team agility and performance.
- Knowledge of Designing and creating automations via Automation Studio.

Accenture Solutions Private Limited (Location : Mumbai)

Job Position :- Business Process SVCS Analyst

Duration : 03/2020 - (1 Year 7 Months)

Roles & Responsibilities: (Accenture Solutions Private Limited)

- Managed Marketing Strategy for L'Oréal Paris & GSK.
- Campaign/Marketing Management Tool - Salesforce Marketing Cloud
- Handling Contact Model, Data Views, and Data Extensions
- End to End Multi-Channels Campaign implement based on marketer's requirement
- Implement testing strategies to validate adherence to specifications and ensure quality and functionality.
- Thorough understanding of campaign performance analysis to drive continuous improvement
- Identify, analyze, communicate and solve problems related to projects, processes and ensure timely meet SLA and TAT of given activities.

- Performed regular auditing to repair security issues, broken links and eliminate orphan files.
- Familiar on SQL - based query activities for audience segmentation, reporting and data extracts.
- Command on Journey Request.

Bajaj - Finance (Location: Pune)

Job Position : Assistant Manager (Centre of Excellence, IT & System Enhancement) / IT - Associate

Duration: 07/2017 – 03/2020 (3 Years)

Service -Hero: Award on vernacular welcome letter through Oracle Responsys Platform

G.E.M Going the Extra Mile: Delivery of COE – IT Event and managed end to end event activities for all Collection National Managers.

Roles & Responsibilities: (Bajaj - Finserv)

- Well-versed in develop & implementing email & SMS marketing campaigns, analyzing results, Performing A/B testing, segmenting the database, and using re-marketing strategies.
- Tracking all the campaigns which are on queue and managing them according to launch priority.
- Developing and implementing e-mail marketing campaigns using Oracle Responsys
- Produced and managed dynamically complex email & SMS campaigns to millions of recipients.
- Forecasted the impact of the new parameters in terms of membership sales and quantified with revenue growth
- Identify and implement opportunities of automation in Email & SMS Process to enhance complete process & to reduce manual tasks
- Managing client data, build personalized lists, and applied segmentation/targeting.
- Expert knowledge of SQL and relational database management systems
- Tracking and analyzing the program to make sure that all the conditions of programs was set fine and program is running as expected.
- Responsible for launching and monitoring the campaigns to make sure the campaigns has been successfully launched.
- Responsible for identifying and debugging defects and risks in a time effective manner.
- Preparing documentation steps of what needs to be done when deploying new application changes.
- Single handedly taking care of end-to-end execution of Email & SMS.
- **NLP - BOT**
- Manages NLP Bots & Knows how to create it - Conversation UI, Lead Generation, Omnichannel, Customer Engagement, Business use case, Multi-lingual Support, Real Time

Analytics, Validation and Logic's, Smart API Integration, Push, Pull & Voice Bot, Integrations, Broadcast & Campaigns, Intent, Entities

- Created multiple NLP-bots for collection team and provided support whenever demand.
 - Building Strategy For Collection NLP chatbots aimed at customer service, cross selling and lead generation & hassle free Payment
 - Understand different payment gateways and different payment systems.
 - Provide walk-through and presentation to team and concerned stakeholders every-time when required.
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- **Initiated COE-IT event for all Collection national managers in BFL.**
Delivery of COE – IT Event and managed end to end event activities Contribution in building engagement framework for Collection COE

Certifications:

- i. Einstein AI Academy Salesforce Marketing Cloud
- ii. Oracle CX Marketing Responsys Explorer - Oracle
- iii. Eloqua Explorer - Oracle
- iv. Email Marketing Certified - Hubspot Academy
- v. Digital Marketing Certification - Google

Educational Qualifications:

- Bachelor of Engineering from Pune University in the year of 2017 (Information Technology) .with 62.23%
- XII from Maharashtra Board in the year of 2012(Science).
- X from Maharashtra Board in the year of 2010.with 65.45%

Declaration:

I hereby affirm that, all the details furnished above are true to the best of my knowledge and understanding.

Pavan Unavane

Place : Bengaluru