Shishir Dixit

Business Process Svcs Analyst

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# SKILLS

**SQL, Open Office, HTML5, CSS3, Responsive Design, Adobe PhotoShop, Adobe Dreamweaver, Oracle Database 10g, Ticketing Tools - iHEAT, Marketing tools - ExactTarget (SalesForce Marketing Cloud) and Agility Harmony and Teradata. Monitoring Tools - SharePoint and Litmus, File Management Tool - Core Ftp and FileZilla, Insightful knowledge on RCA Documentation, A/B Testing, Email Campaign creation & Deployment, List work & Segmentation, Post Deployment Activities(Campaign Analytics) and CAN-SPAM Policy.**

# **EXPERIENCE**

## **Accenture, Mumbai,** Maharashtra**, India**

## *Business Process Svcs Analyst*

March 2020 - Present

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, DEs and schedule/deploy the email campaigns as per request.

## **Epsilon, Bengaluru, Karnataka, India**

## *Campaign Analyst, 2*

March 2019 - March 2020

## *Production Analyst, 2*

August 2017 - March 2019

## Theorem India Pvt Ltd, Mysore, Karnataka, India

## *Client Service Analyst*

May 2016 - November 2016

## *Campaign Management Specialist*

September 2014 - May 2016

**AWARDS**

Extra Miler Award, Client and Onshore Appreciations(Higher Level Management) at Theorem India Pvt Ltd.

Job Well Done Appreciation Q4-2017(Higher Level Management) and Internal Appreciations from BSA at Epsilon India.

**CERTIFICATIONS**

**Certifications by Google.**

* Google Web Designers Basics
* Google Webmaster
* The Digital Unlocked
* DoubleClick Bid Manager TrueView Fundamentals
* The Digital Garage

**Certification by e Marketing Institute**

* Search Engine Optimization

**Certification by Epsilon**

* Agility Harmony Certification(Specialist & Professional Proficiency)

**EDUCATION**

## P.E.S.Institute of Advanced Management Studies(Kuvempu University), Shimoga, Karnataka, India

## *Bachelor of Computer Applications*

June 2011 - May 2014