Shakil Qureshi (B.Sc in Information Technology)

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Objective

Email Marketing Professional with a strong passion for leveraging marketing automation to create impactful customer journeys. Seeking a challenging role that allows me to apply my expertise in email campaign strategy, segmentation, and marketing technology to drive engagement and conversions. Aspiring to contribute my skills to a dynamic team where I can collaborate on innovative campaigns and utilize data-driven insights to deliver measurable business growth.

PERSONAL INFORMATION

Date of Birth: November, 20th 1991
Language Proficiency: English, Hindi, Marathi.
Nationality: Indian

Education

July 2010-13: Western College of Management and Business Education (Mumbai University).

Year 2010: Smt. Sushila Devi Deshmukh Vidalaya and Jr. College HSC Examination, Maharashtra Board

Year 2008: Smt. Sushila Devi Deshmukh Vidalaya and Jr. College SSC Examination, Maharashtra Board.S

Tools Experience

Salesforce Pardot (Salesforce Certified Pardot Specialist)

Salesforce CRM (Salesforce Certified Administrator)

Adobe Campaign Management

Flexmail

Infusionsoft(KEAP)

Pipeline Deals

Zoho CRM

MS – Office

Experience

Salesforce (January 2022-Present)
Account Engagement Support

- Provided expert technical support and guidance to clients using Account Engagement (formerly known Pardot), Salesforce's marketing automation platform.
- Responded to customer queries via email, phone, troubleshooting and resolving issues related to Account Engagement functionality and integration with Salesforce CRM.
- Diagnosed and resolved complex technical problems, working closely with clients to ensure timely and effective issue resolution.
- Collaborated with cross-functional teams, including development and product management, to escalate and prioritize critical customer issues, ensuring high levels of customer satisfaction.
- Delivered training and guidance to clients on best practices for using Pardot features, enhancing their understanding of the platform's capabilities.
- Actively stayed up-to-date with Pardot's latest updates, features, and industry trends to provide informed recommendations to clients.
- Diagnosed and resolved problems related to email deliverability, marketing automation workflows, and data synchronization between Pardot and Salesforce CRM.
- Acted as a primary point of contact for critical incidents, providing rapid responses and timely updates to clients during high-stress situations.
- Maintained a consistent record of high customer satisfaction ratings, reflecting the effectiveness of problem-solving skills and dedication to resolving issues promptly
- Developed and shared best practice guides and tips with clients, empowering them to proactively address common issues and optimize their use of the platform.
- Recognized for the ability to break down complex technical concepts into clear and understandable explanations for clients, contributing to efficient issue resolution and client empowerment.

Capgemini (July 2020-December 2022)
Process Lead

<u>Campaign Planning</u>

- Quarterly planning of campaigns with Stake holders
- Participate in various marketing and strategic call with Client
- Understanding and imparting precise process for sales and marketing team to manage prospects and leads
- Working on different aspects of reporting in order to get appropriate information regarding sales of a regions
- Creating different dashboards for overall reflection of business parameters Email <u>Marketing</u>
- Executing campaign End to end from asset creation till deployment of the campaign
- Creating Email campaign on Pardot based on the requirement shared by Stakeholders through brief
- Creating different assets in pardot related to campaign
- Creating Email Templates on Pardot by editing existing templates
- Working on Landing page creation using existing Landing page templates
- Working on creation of automation rules and Dynamic content
- Creating different assets like forms, Formhandlers, List, Rules, Tags
- Importing prospects as per campaign in Pardot
- Creating scoring rules for prospects in order to strategize a customer journey
- Creating prospect journeys on Journey builder based on different requirements like monthly newsletter, whitepaper downloads, website visitors filling contact us form

<u>Salesforce Leads, Opportunities and Contact Management</u>

- Creating leads and contacts on Salesforce CRM
- Creating campaign on Salesforce CRM to associate it with respective contacts and leads
- Creating different reports like sales, opportunities, leads, campaigns on salesforce
- Creating different dashboards to view performance of campaign and sales people

Accenture Solution Pvt Ltd (August 2018-July 2020)
Software Developer Analyst

Email Marketing

- Campaign implement based on marketer's requirement (Optimus Brief)
- Creating email workflows in Adobe Campaign (Neolane)
- Create mailer and use specific Segment code to track performance and other campaign variables
- Setting up emailers with seed lists and proofs
- Implement A/B test cases to analyze the campaign open rates and other performance indicators
- Co-ordinate with stake holders to understand business requirement & campaign scenario
- Deploy campaigns in Adobe Campaign management tool across for multiple (Email, DM, SMS, Push) channels
- Working on multiple FDA schemas
- Perform Post deployment QA, to verify if the delivery is created on the dashboard and check the Audit
- Perform Data import & export operations. Worked on multiple modules in Adobe campaign like: Schema, Campaign Templates, Workflow Templates, Filters

The Online Plus – Insta Group, Mumbai (September 2017- July 2018)

CRM Marketing Executive

Email Marketing

- Working on Zoho CRM for email campaigns
- Scheduling email campaign using Flexmail cloud software
- Utilizes A/B testing and multivariate analysis to improve conversion rate
- Creating automation workflow based on audience participation in different exhibitions
- Segmenting audience as per campaign requirement based on demographics, age group etc
- Updating leads on Pipelinedeals CRM
- Responsible for the development and execution of email sends averaging 20-30k a month
- Create contact email nurturing workflows based on website interaction Lead allocation to regional

  sales person

July 2014 - May 2017 (Equinox Lifecycle Marketing, Rabale, Navi Mumbai)

Operation Executive

Email Marketing and Marketing Automation

- Setup automated email campaigns within the Infusionsoft CRM
- Creating tasks for the users and design webforms which can be embedded on the website
- Design email campaign structure using CRM tools
- Creating automation according to the email campaigns and strategies
- Conduct inbox testing to ensure deliverability prior to deployment
- Executing daily tasks assigned on Infuisionsoft and Basecamp
- Create landing pages on Wordpress
- Executing broadcast campaigns on Zoho
- Respond to any query related to Infusionsoft and provide support assistance
- Execute and Manage CRM operational activities