

Rahul Pundir

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Summary

Experienced Marketing Professional in all aspects of Marketing Automation and Campaigns Management with exposure in Braze, Adobe campaign (Neolane) and Salesforce Marketing cloud. Strong marketing professional with a Bachelor degree in Computer Application focused in Information Technology.

Experience

Marketing Manager - MarTech

Udemy

Jan 2022 - Present (1 year 4 months)

- Developing dynamic and multi-locale email marketing campaigns including transactional, Lifecycle, and Promos along with data segmentation
- Working with REST APIs and JSON Payloads to develop and test transactional and lifecycle campaigns.
- Working with Product and Engineering for implementing new processes and features such as data and API.
- Personalizing email campaigns using the scripting language including javascript and Liquid
- Optimizing overall email marketing process and marketing assets.
- Migrating ESP and Performing IP Warmup

Digital Marketing Specialist

Gartner

Apr 2021 - Jan 2022 (10 months)

- Rebranding all the marketing assets as per new branding guidelines.
- Developing and deploying complex marketing campaigns on Eloqua.
- Collaborating with the team on improving the overall campaign process and working on the documentation.
- Working on performance reports.
- Assisting team with email rendering Issues and developing new email templates and testing on Litmus

Senior Analyst - Campaign Operations

Wunderman Thompson

Jul 2019 - Apr 2021 (1 year 10 months)

- Working on Exact target to Develop highly personalized campaigns for one of our Clients.
- Connecting with multiple stakeholders and gathering campaigns requirements
- Working on Email performance reports and sharing them with the Stakeholders.
- Training new peers on the marketing process and assisting with technical requirements.
- Developing dynamic modules from scratch per business needs.
- Migrating Exact Target to Adobe Campaign Classic, Migrating campaigns/Data

- Performing QA/QC on migrated content and Data
- Developing and Implementing End to End marketing campaigns on Adobe Campaign classic

Marketing Specialist - Email Campaign Developer

Sage

Jul 2016 - Jul 2019 (3 years 1 month)

- Developing cross email client supported HTML email templates with responsive behavior.
- Liaising with campaign stakeholders and analyze campaign requirements.
- Testing email renderings on the email service provider and fixing issues.
- Deploying the email campaigns as per the business requirements.
- Generating the email campaign performance reports and sharing with email marketing managers

Education

IMS UNISON UNIVERSITY

Bachelor's degree, Computer Programming

2013 - 2016

Licenses & Certifications

Adobe Certified Expert - Adobe Campaign Classic Developer - Adobe

Adobe Certified Expert - Adobe Campaign Classic Business Practitioner - Adobe

Issued Apr 2020 - Expires Apr 2022

Adobe Qualified – Adobe Experience Platform - Adobe

Braze Certified Practitioner - Braze

Issued Apr 2023 - Expires Apr 2026

Skills

shopify liquid • HTML Emails • Multi-Channel Marketing • Salesforce Marketing Cloud • Email Marketing • Web Design • Advertising • Strategic Planning • Sales • Graphic Design