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Summary

7+ Years of Experience | Digital Marketing | Immediate Availability in UAE

Results-driven marketing professional with 7+ years of experience, including 2.4 years at e& (Etisalat UAE), specialized in **Email marketing, customer engagement, campaign management, CLM, CRM and marketing automation**. Expertise in **Email, SMS, EOCN and IVR marketing**, leveraging **data analytics, segmentation, and automation** to enhance customer retention and drive business growth.

Proficient in **Comarch, Pega, Salesforce Marketing Cloud, Acoustic Marketing Cloud, SQL, PowerMe, ECM** - ensuring precise audience targeting and performance tracking, seamless campaign execution, and performance tracking to drive business success.



Professional Experience



e& UAE (Formerly known as Etisalat)

Senior Analyst | November 2022 to February 2025

- **Led end-to-end email campaign management**, ensuring seamless execution, performance tracking, and continuous optimization, and improving campaign metrics.
- **Optimized** email marketing strategies by implementing best practices such as **preheader, A/B testing, customer segmentation, and personalized dynamic campaigns**, resulting in improved overall performance and a significant boost in email **ROI**.
- **Managed multi-channel marketing campaigns** (Email, SMS, App Push Notifications) for **GoChat**, leveraging analytics to improve customer engagement and retention.
- Developed and executed **revenue optimization strategies**, overseeing campaign performance and delivering detailed reports to enhance marketing effectiveness.
- Collaborated with **product owners and cross-functional teams** to define campaign objectives, briefs, and execution plans, ensuring alignment with business goals.
- Spearheaded **Government SMS campaigns**, ensuring 100% compliance and timely execution.
- Leveraged **predictive analytics** and **A/B testing** to optimize **customer engagement, conversion rates, and retention strategies**.
- Strengthened expertise in **campaign planning, revenue growth strategies, and project management**, contributing to overall business success.
- Streamlined campaign management and audience segmentation using **Comarch, Pega, PowerMe, ECM, and SQL**, enhancing efficiency and targeting precision.
- Gained expertise in managing and marketing multiple products, including **Smiles, e& UAE app, GoChat, GoLearning, Insurance, e&Money, Home Wireless, and Gaming**, driving engagement and customer acquisition.



Comsense Technologies Pvt Ltd

Sr. Marketing Technologist | August 2021 to October 2022

- Consulted clients on **campaign planning and execution** using **Acoustic** (formerly IBM Watson) to optimize marketing effectiveness.
- Successfully implemented **IP warmup strategy** to enhance **email deliverability** and ensure seamless activation of the email channel.
- Managed **marketing automation workflows** and **lifecycle campaigns** (e.g., **welcome series, cart abandonment, win-back campaigns**), boosting engagement and retention.
- Conducted **data analysis** on **campaign performance**, optimizing strategies for enhanced **customer lifecycle management** and conversions.
- Executed **data-driven Email and SMS marketing campaigns**, leveraging customer segmentation to maximize engagement and **ROI**.

- Implemented **targeted campaigns** to drive **customer acquisition and retention strategies**.
- Optimized **marketing automation processes**, ensuring seamless workflow execution and performance tracking.
- Supervised and mentored a **team of four**, providing in-depth training on **email marketing strategies** and **automation tools**.
- **Trained interns** on **marketing fundamentals** and **database management**, fostering skill development.
- Worked with leading clients in the **healthcare, retail** and market research industries, including **Metropolis Healthcare, Markets and Markets**, and **Adidas** (UAE, Egypt, Morocco).



Interactive Avenue

Reporting Analyst | September 2020 to August 2021

- Managed **campaign performance tracking**, ensuring data accuracy and actionable insights through meticulous data analysis.
- Developed **comprehensive campaign reports** using **Alteryx Flow, Tableau, and Excel Dashboards**, enabling data-driven marketing decisions.
- Conducted **social media campaign analysis**, measuring engagement metrics and optimizing digital marketing strategies for improved performance.
- Ensured **data integrity** and **reporting accuracy** by monitoring documentation processes and implementing quality control measures.
- Identified and resolved **campaign reporting issues**, leveraging **analytical problem-solving skills** to enhance reporting efficiency.
- Managed customer engagement campaigns for global brands such as **GoPro, Columbia Sportswear, CVS, ALDI, Quicken Loans**, and **BMW**.



Hansa Cequity Pvt. Ltd

Data Analyst | July 2018 – May 2020

- Managed end-to-end **campaign execution** and **performance tracking**, leveraging **SQL-based customer segmentation** to enhance targeting, response rates, and alignment with industry benchmarks.
- Designed and implemented **ETL processes** and **data cleansing algorithms**, optimizing campaign efficiency and reducing cost per acquisition.
- Ensured **quality assurance** for **campaign deployment** and **ad-hoc tasks**, maintaining accuracy and consistency across marketing initiatives.
- Automated **customer** and **prospect data segmentation**, streamlining lifecycle marketing strategies for improved engagement and retention.
- Independently managed **campaign workflows**, collaborating with **vendors, campaign management teams**, and **client servicing** to ensure seamless execution of large-scale projects.
- Led data-driven marketing initiatives for prominent clients in the **automotive, retail**, and **fintech** industries, including **Mahindra & Mahindra Auto, Siyaram, Nilkamal, Himalaya, ELGI**, and **Fino**.



Orient Technologies Pvt. Ltd

Network Support Engineer | March 2017 – March 2018

- Provided network troubleshooting and setup support for enterprise clients, ensuring seamless system performance.
- Documented and analyzed network failures, detailing repair and restoration processes to enhance future troubleshooting efficiency.
- Specialize in NMS tools such as Flex Master, Zone Director, Telnet.
- Worked in **Telecom** industry for a clients known as **Tikona**.

Education

- **B. Sc-IT (2016) - First Class** - University Department of IT (Mumbai, India)
- **HSC – Science (2013) - First Class** - S.A Podar Jr. College (Mumbai, India)
- **SSC – (2011) - Distinction** - St Jude's High School (Mumbai, India)

Certifications

- Salesforce Marketing Cloud **Email Specialist** Certified.
- **Digital Marketing** Certified from HubSpot.
- **Email Marketing** Certified from HubSpot.
- **Google Analytics** Certified.
- **Google Ads Search** Certified.
- Acoustic **Specialist** and **Technical Expert** Certified.
- Salesforce **AI Associate** Certified.
- **SQL** and **DBA** Certification from Udemy.
- **Excel Dashboard** Certified from Udemy.

Achievements

- Awarded as **Champion of the Month** at **e& UAE** in January 2024 and November 2024 for **outstanding performance** and contribution to campaign success.
 - Received Multiple **Spot Awards** in **e&UAE**
 - Received the **Customer Delight Award** at **Comsense Technologies** for delivering exceptional client satisfaction and impactful marketing solutions.
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