

RAHUL GUPTA

ASSOCIATE CONSULTANT &
EMAIL CAMPAIGN
SPECIALISTS



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I possess positive attitude towards work and the right behavioral dimension, commensurate with this highly competitive professional field. My development, troubleshoot & communication skills qualify as an important instrument to succeed in this competitive market. I am organized and methodical in my working and have a functional approach.

SKILLS

- Team and task management
- Email Marketing specialist
- SFMC (content builder, automation studios, UI, Cade creation, Trigger and batch emails, journey builder)
- ADOBE (AEM and ACS)
- Google Email marketing tools (i.e. Redwood, Gamma, Gather webinar)
- QA Process Creation & Documentation
- Risk Assessment and Delivery
- AMP script, free-marker
- Marketo, Google email tools
- AMP dynamic Emails
- Web development and Photoshop
- Requirements Analysis
- Campaign execution (end to end)
- Agile Methodologies
- Report generation and KPI setup for team
- Team building, connected with individually to motivate and improvements

EXPERIENCE

ASSOCIATE CONSULTANT/SENIOR ENGINEER

TATA CONSULTANCY SERVICES

16th August 2021 – Present

- Working for Microsoft accounts for their email campaign end to end work using SFMC and ADOBE (Part of migration team).
- Responsible for technical coordination including email build and QA, writing SQL query/Amp Script logic and leveraging assets.
- Used Journey builder in running more than 70 different campaigns along with Automation Studio and Contact Builder.
- Collaborating with members of the project team and business owners to develop, unit test, and provide post-release support.
- Worked in an Agile environment with a focus on iterative and test-driven design methods.
- Coordination of day-to-day email operations, assignments, recourse managements, building & segmenting audiences and creating automated campaigns.
- Conduct quality assurance reviews and other activities to ensure the accuracy and timeliness of email deployments.
- Validating emails using Litmus/email on acid/validity tests tools.
- Coordinated with Associate Process Managers, Team Leads and Managers to identify process gaps and deploy process improvement ideas to close gaps identified.
- Part of the interview panel and panelist under technical interview team.

EDUCATION

MCA

Swami Vivekananda subharti University

B.SC. IT HONS

Kurukshetra University

SENIOR SECONDARY

U. P. Boards

ACHIEVEMENTS

- Best Debutant June-2015 by Theorem India PVT LTD.
- Extra Miler Jan-2016 by Theorem India PVT LTD.
- First position Oct-2003 by District Science Exhibition.
- The S Miles Award Feb-2022 By TCS
- The Spot (Team) Award Jul-2022 By TCS
- The S Miles Award Jul-2022 By TCS

SR. CAMPAIGN DEVELOPER

MARKETING DEMAND GEN ON-SITE GOOGLE INDIA, NOIDA, UP

25th February 2020 – 06th August 2021

- Working for top most accounts and led from scratch build with PSD/Sketch to Email creative with accessibility standards.
- Build Responsive, Fluid and hybrid creative to get the best quality code followed industry standard.
- Working on email development tools which Google uses for development i.e., Delta, Redwood, Gamma also work on Marketo.
- Working with free-marker, Jinja & velocity for Marketo coding to get conditional result.
- Troubleshooting code, quality test across all email clients by using live device, Litmus & Email on acid.
- Manual testing and QA for the email campaign.
- Giving training to the internal and onshore team, managing campaign & team individually.
- Carried out day-day-day duties accurately and efficiently.
- Proved successful working within tight deadlines and fast-paced atmosphere.
- Identified issues, analyzed information and provided solutions to problems.

CAMPAIGN DEVELOPER

CONTINUUM GLOBAL, ON-SITE GOOGLE INDIA, GURGAON, HARYANA

26th September 2016 – 20th February 2020

- Working for Google client on-site and there top most accounts and led from scratch build with PSD to Email creative Build Responsive, Fluid and hybrid designs to get the best quality code which would run all the email domains desktop and mobile.
- Working on email development tools which Google uses for development i.e., Delta, Redwood, Gamma.
- Working with free-marker coding to get conditional result.
- Team support to debug the issues and get desired result.
- Handling 5 persons team myself and giving training to the new peoples.
- Email, landing page campaign development by using best practice standard.
- Troubleshooting for creative, quality test across all email clients by using live device and Litmus.
- Manual testing and QA for the email campaign.

WEB DEVELOPER

THOREM INDIA PVT LTD, MYSORE, KARNATAKA

13th November 2014 – 20th September 2016

- Working for Epsilon client and there top most accounts and led from scratch build with PSD to Email creative Build as Responsive, Scalable, Skinny, Fluid designs to get the best quality code which would run all the email domains
- Email, Landing page campaign development by using best practice standard
- QA and manual testing for campaigns as per standard and client requirement
- Troubleshooting for creative, quality test across all email clients by using Litmus
- Client call and communication, process campaign as per client requirement
- Managing 5 persons team for critical account

SR. WEB DEVELOPER

MOOREM TECHNOLOGIES, BANGALORE, KARNATAKA

14th April 2014 – 14th October 2014

- UI development and integrate design with Ruby on Rails project and applications
- Led from scratch build with PSD to HTML/CSS/J-Query
- Led with front-end framework Bootstrap and develop responsive application
- Spree design integration and develop an ecommerce frontend as per client requirement
- Led with GIT, Heroku, Led with Ubuntu environment

PHP WEB DEVELOPER

WEBLITY STUDIO, CHANDIGARH, PUNJAB

1st July 2012 – 2nd March 2014

- Led with PHP and CMS like Word-press, Magento
- Integration and customization with CMS
- Writing code to get desired result as per requirement
- Cross browser check to provide quality work
- Led with front-end framework Bootstrap and develop responsive application