Noble Abraham

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Summary

Certified Marketing Cloud Administrator having proven knowledge, skills, and experience in campaign deployment and email marketing best practices for various clients. Expert in things like designing, subscriber and data management, inbox delivery, IP warming best practices, bounce management, data segmentation. Analysing data for bounces and clicks to help clients understand the need for building strategy for campaign deployment and delivery. Knowledge and working experience for various SFMC tools.

Experience of various tools SQL Server, JIRA, Confluence, Salesforce Marketing Cloud, Zendesk, Right Now (Oracle), Bitrix 24, Vtiger.

Also having experience in project management and operational management in a startup. Handling SOP's and onboarding vendors.

Experience

Senior Process Executive
Cognizant

Jan 2020 - Dec 2020 (1 year)

-Worked for Salesforce Marketing Cloud (SFMC).

-Resolved premier client's issues related to sending emails and deliverability.

-Assisted clients with analytics, pre-implementation and post-implementation plans.

-Worked with internal team to successfully execute campaigns.

-Handled high priority level 2 cases along with escalated cases.

-Knowledge in testing and checking the journey deployment for the clients.

-Monitored as well as managed SLA and handled queue.

-Managed multiple projects and deployment for the clients.

-Skillful in whitelisting IP address and resolving deliverability issues related to Internet Service Provider (ISP).

-Complete understanding of end-to-end email campaign deployment, deliverability and analytics.

-Consulted clients with cloud pages, private domains, IP warming practices, SAP, DNS, SMTP and SSL configuration.

-Proficient in MS Office Suite, SQL Server, JIRA, Confluence, HTML, CSS, Amp Script and in handling complex data sets.

Technical Support Professional
TomTom

Dec 2018 - Dec 2019 (1 year 1 month)

-Assisted customers with technical queries related to TomTom products which included built-in device, automotive device, fitness tracker and watches.

-Trained new joiners and handled high level escalations.

-Researched and implemented new techniques to offer best resolution for difficult issues.

-Tested tools and applications before release and deployment.

-Forwarded customer feedback for product development and improvement.

-POC for management, kept them updated with business-impacting issues and ways to handle them to improve business growth.
-Worked closely with technical team and assisted them to resolve complex issues.
-Experienced with RightNow(Oracle), JIRA, Workday and Zendesk.

Operations Executive
NCORD HEALTHCARD LLP
Jun 2018 - Nov 2018 (6 months)
- Handled core product operations, along with business development, vendor on-boarding.
- User Acceptance Testing along with regression testing to check the bugs before release.
- Documentation and release management for the software releases.
- Handling multiple projects simultaneously.
- Capturing & Maintaining MIS Reports providing analytical data to the management and CEO for an understanding of the business impact of various projects.
- Building, Maintaining SOPs & getting it implemented
- Carry out product admin task, and handling WordPress campaign upload, checking and monitoring scheduled automation and deployments.
- Work closely with IT team for product betterment and improvement of the application and the product.
- Handling the Implementation and deployment of CRM for startup creating workflows (Bitrix 24, Vtiger(Basic)
- Handling cold calling in terms of product feedback and login issues.
- Onboarding and gathering various marketing and sales prospectus for the product betterment.
- Handling Pre-sales presentation and other various needs for the business.

Education

NESS WADIA COLLEGE OF COMMERCE
Master of Computer Applications (MCA), Computer Programming
2015 - 2017

Licenses & Certifications

Salesforce Certified Marketing Cloud Email Specialist - Salesforce
20929824

Salesforce Marketing Cloud Administrator - Salesforce
21500264

Skills

Salesforce Marketing Cloud • Campaign Management • salesforce support • Business Strategy • Customer Relationship Management (CRM) • Consulting • Strategy • Business Analysis • Information Technology • User Acceptance Testing