

DEVASMITA KARMAKAR

CAMPAIGN & MARKETING DATA ANALYST

7896918093 | minikarmakar277@gmail.com | Bengaluru, KA | linkedin.com/in/devasmita-karmakar-786a39168

CAREER SUMMARY

Data analyst and marketing technology specialist with extensive experience in Microsoft Power BI and Salesforce Marketing Cloud. Skilled in data visualization, campaign automation and data-driven decision-making to enhance business insights and marketing performance. Proficient in Salesforce Marketing Cloud, Microsoft Power BI and Microsoft Excel to drive data-driven decision-making. Adept at integrating, analyzing and visualizing marketing data to optimize campaigns and improve ROI.

EDUCATION AND CERTIFICATION

MBA (Marketing) | MIT WPU, Pune

2020

BBA | Guwahati University

2018

TECHNICAL SKILLS

Excel | Power BI | Talkwalker | Looker Studio | Social Media Marketing | Salesforce Marketing Cloud

WORK EXPERIENCE

Marketing Analyst | Annalect, Bengaluru

Oct 2023- Present

- Managed and optimized email marketing campaigns using Salesforce Marketing Cloud, leveraging automation, segmentation and A/B testing to improve engagement.
- Administered Salesforce Marketing Cloud, ensuring seamless email marketing execution and customer journey optimization.
- Managed and optimized marketing automation workflows within Salesforce Marketing Cloud, including Journey Builder and Audience Segmentation.
- Conducted social media monitoring and listening using Talkwalker, analyzing trends, brand sentiment and consumer insights to inform marketing strategies.
- Developed interactive dashboards in Power BI to track campaign performance, audience engagement and conversion trends.
- Created and maintained advanced Excel models to analyze marketing KPIs and forecast performance trends.

Campaign Planning Specialist | IBM, Pune

June 2022- Sep 2023

- Executing targeted email marketing campaigns and automation workflows using Salesforce Marketing Cloud.
- Conducted A/B testing and data analysis to enhance email personalization and increase customer engagement
- Conducted competitive analysis and brand monitoring via Talkwalker, identifying key opportunities for social media engagement.
- Provided reporting and analytics support, utilizing Power BI and Excel to uncover insights and optimize marketing spend.
- Worked closely with stakeholders to translate business needs into actionable reports and automated marketing campaigns.

Sr. Process Executive | Infosys BPM, Pune

May 2021- Feb 2022

- Designed and developed Power BI dashboards to generate insights on customer behavior and campaign performance.
- Managed email campaign workflows, ensuring seamless execution and deliverability best practices.
- Ensured CAN-SPAM, GDPR and deliverability compliance through effective list management and email authentication protocols.

Research Analyst | Manlitics B2B ITES Pvt. Ltd, Pune

Nov 2020 - May 2021

- Develop and execute digital marketing strategies to enhance lead generation, conversion rates and online sales.
- Analyze marketing performance metrics using qualitative and quantitative approaches to optimize campaigns.
- Provided insights through data analysis, improving product positioning and marketing messaging.

Research Analyst | SG Analytics, Pune

Nov 2020 - May 2021

- Leverage email marketing to improve online presence and drive revenue growth.
- Analyze marketing performance metrics using qualitative and quantitative approaches to optimize campaigns.
- Collaborate cross-functionally with design, content, and analytics teams to align marketing efforts with business goals.

PROFESSIONAL CERTIFICATION

Salesforce Marketing Cloud Email Specialist

2023