

ROHINI PANDEY

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Personal Summary

Growth Marketing Specialist skilled in Salesforce, marketing automation, paid media, email marketing and lead generation. Expertise in data analysis, funnel optimization, and CRM management to drive revenue and engagement.

Competencies

- Salesforce Lightning & Marketing Cloud, Mailchimp, Zoho Campaigns
- Kameleoon, Rakuten, Trello
- HTML, CSS
- B. Link, Quantametrics, Google Analytics
- Google AdWords, Meta Ads and Criteo
- Review.io, Trustpilot
- SEMrush/SEO

Experience

09/2024 - Current
Rail Europe

Growth Marketing Associate

- Led **end-to-end execution** of B2B, B2C, and group email campaigns via **Salesforce Marketing Cloud**, from segmentation and content planning to deployment and performance tracking, resulting in increased engagement and conversion rates.
- Developed and implemented **automated email workflows** and **interactive landing pages** using Salesforce Cloud Pages, streamlining the B2B sales funnel from product introduction to lead generation/conversion.
- Planned and executed **Account-Based Marketing (ABM)** campaigns for B2B and group segments, promoting multilingual webinars tailored to diverse markets, with full-cycle ownership including audience targeting, automation setup, and performance analysis.
- Managed large-scale B2C campaigns targeting **167K+ contacts**, achieving **18% engagement**, over **30K sessions per email**, and contributing **€30K+ in monthly revenue**.
- Onboarded and managed Affiliate publishers via **Rakuten**, consistently driving an average of **50K+ monthly website clicks** through tailored campaign support and relationship management.
- Conducted **A/B testing** using Kameleoon and optimized website content and user flows to improve engagement, user experience, and conversion rates.

07/2022 - 08/2024
Indus Travels
New Delhi

Marketing Manager

- Owned the **end-to-end email marketing and automation process** for a database of **1M+ contacts**, leveraging **Mailchimp** and **Zoho Campaigns** to deploy personalized, high-impact workflows.
- Managed **paid lead generation and lead-magnet campaigns**, using continuous A/B testing and data insights to optimize performance and drive qualified leads.
- Developed **targeted content strategies** through audience segmentation and behavioral data, enhancing engagement across email and social channels.

- Built Strategic partnerships with **global tourism boards** and **travel partners** to create joint campaigns, expand brand reach, and convert partner traffic into leads.
- Executed cross-channel campaigns across **Facebook, Instagram, and email**, optimized **Facebook Ads**, and ran **giveaways** and **review monitoring (Review.io)** to boost satisfaction and loyalty.

09/2021 - 07/2022
GrowthTrack Info
Tech Private Limited
Noida

Assistant Manager

- Developed and executed social media strategies for educational institutions (SP Jain Institute, JKLU, SNU, Mahindra University, ISBR) to enhance student engagement.
- Served as the key point of contact for creative assessments, media planning, and performance analysis to drive client success.
- Conducted competitive research, created content strategies, and analyzed social media performance through detailed reporting.

03/2020 - 08/2021
Phoeniix Designs
Noida

Content Strategist

- Developed and managed social media strategies, blog content, and e-commerce website updates (WordPress) for multiple clients, including Microgreens, Nutriadvice, eVanik, Learnflix, and Schand.
- Planned promotions, executed Facebook & Google AdWords campaigns, and analyzed ad performance to optimize marketing efforts.

Education

01/2024
Mumbai

MBA in Marketing
NMIMS Global Access - School for Continuing Education

01/2020
Pant Nagar

M.Sc. in Resource Management
G.B. Pant Agriculture University

03/2017
Jaipur

Bachelor of Science in Home Science
Banasthali University

01/2016
Jaipur

BJMC (Diploma) in Journalism
Banasthali University

03/2014
Rudrapur

Senior Secondary Examination (XII)
St. Mary's Senior Secondary School (CBSE)

Certifications

- Google Search Ads Certification Course, Jan. 2025
- Google Analytics Certification Course, Jan. 2025
- The Complete Digital Marketing Guide, Udemy, June. 2021