

Shruti Swati

Delhi

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2 years of rich experience in Email Marketing, Digital Marketing, Product Marketing, Campaign Management, Onsite Marketing and Event Marketing skilled with Wordpress, Google Analytics, Piano, Active Campaign, Optin Monster, Sendgrid, Amplitude, Integromat, Hubilo, WATI, Overloop and StreamYard

Senior Marketing Executive at Inc42 Media (Aug 2021- April 2023)

- **Email Marketing:** handle end to end email marketing and send Daily Newsletters, Weekly Newsletters, Campaign Emails & dedicated mailers for special reader base through tools like Piano (ESP), SendGrid, Mailchimp and Active Campaign
- **Website User Experience:** Website customization, deploy boilerplates using Ad Inserter Pro, creating user experiences based on their behavior and marketing campaigns through composer
- **Plan and schedule marketing campaigns:** 'Push Notifications', 'Modals', 'Web/App Notifications', 'Campaign Emails' as well as website deployments
- **Google DFP:** Onsite banner ads for clients, third party tags implementation and inhouse campaigns
- **Analytics & Reporting:** weekly reports, custom reports, custom dashboards for tracking performance & conversions through Google Analytics & Amplitude
- **Marketing Automation:** for virtual events for user flow using integromat
- **WhatsApp Marketing:** Developed and implemented successful WhatsApp marketing campaigns, resulting in increased engagement and sales
- **Assist leadership** in optimizing User Flows for User Onboarding
- **Collaborate** for product updates, content scheduling, in app templates, banners with designers, product teams and take it live

Strategic Alliances Executive at Smart Box (Feb 2021- July 2021)

- Reach out to potential clients in SMEs and large enterprises across the globe through LinkedIn and Google
- Conduct market research to identify competitive gaps, market opportunities and SWOT analysis
- Gather and synthesize product feedback and develop product requirement documents for each product

Intern at Accolite (Feb 2020- Sep 2020)

- Coordinate with Marketing, HR and IT teams for smooth functioning of operations
- Hands-on experience on different softwares such as timify, peoplestrong, CRM etc.

Intern at RateGain (Aug 2019- Nov 2019)

- Outline client issues and creating detailed solutions for the business process to support the product team
- Handle and maintain the large databases with the help of various softwares such as optima, salesforce and raisegain

Education

- PGDM from All India Management Association
- Bachelor's in Science from Indira Gandhi University