Job Description

Designation   :   Adobe Campaign Manager

Location   :   New Delhi – Jasola District Centre

Company Website   :   www.tlcgroup.com

Key Responsibilities

1. Hands-on experience of creating and maintaining campaigns in campaign management / marketing automation tools including Salesforce, Adobe, Oracle and others, preferably with some basic knowledge of HTML coding.
2. Campaign development, including activities for segmentation, campaign targeting and workflow in Adobe Campaign v6/v7/Classic, A/B testing, drip campaigns, campaign implementation, reporting, and analytics.
3. Code HTML5, and JavaScript for email and reusable campaign templates.
4. Working knowledge of reporting tools (e.g. MS SQL Server Reporting Services / Analysis Services, Tableau) an asset.
5. Extract data from homogeneous or heterogeneous data sources, transform data structure to target schemas, and load and update data lists and data tables.
6. Develop and manage contextual, personalized messages, program logic for campaign workflows.
7. Monitor performance and budget pacing on daily basis to drive performance and take appropriate steps to avoid over/under delivery with collaboration with Management team and client.
8. Responsible for optimization, along with quality assurance, during pre- launch stage, to ensure successful on boarding.
9. Responsible for end-to-end email solutions and with a range of loyalty solutions to meet the organizations business needs.

Desired Profile:

1. Minimum 5 years of experience in campaign management with an understanding of data-driven marketing campaigns and digital marketing solutions.
2. Experience in setting up campaigns, monitoring, analysis and making recommendations for optimization.
3. Should have experience in strategizing and defining the best practices for display advertising campaigns and solid understanding of user retargeting and third-party tags.
4. Ability to learn quickly and be a team player.
5. An experience in Adobe Campaign Business Practitioner (exam 9AO-395), Adobe Campaign Architect (exam 9AO-393), Adobe Campaign Developer (exam 9AO-389) will be an added advantage.