

# Anuj Puri

## Salesforce Marketing Cloud Consultant

Seasoned Salesforce Marketing Cloud consultant with over seven years of experience with the SFMC platform. Areas of expertise include email marketing, brand development, project management, cross-functional collaboration, social media marketing, and SEO strategy.

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📍 Dallas, TX

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## SKILLS

Salesforce Marketing Cloud

AMPScript

SFMC SQL

Microsoft Office Suite

Adobe Photoshop

Adobe Dreamweaver

Tableau

Optimizely

HTML

CSS

Google Analytics

## WORK EXPERIENCE

### Salesforce Marketing Cloud Consultant Accenture

03/2019 – Present

Dallas, TX

#### Responsibilities

- Design Salesforce Marketing Cloud implementation plan to drive retention and growth
- Transition client onto Salesforce Marketing Cloud from previous marketing platform
- Develop and execute key strategies, including IP warm-up, data extension setup, and journey flows within Journey Builder

### Brand Manager

#### The Richards Group (Quadratic)

04/2015 – 03/2019

Dallas, TX

#### Responsibilities & Key Accomplishments

- Proactively communicated with and managed multiple clients, ranging from retail to home services to transportation
- Managed projects and marketing campaigns from inception to production, including email marketing, direct marketing, analytics, social media, website testing and media integration
- Built a solid understanding of client businesses and industries and how strategic issues impacted key objectives
- Programmed, tested and deployed emails within ESPs, such as Salesforce Marketing Cloud, Silverpop, Hubspot, etc.
- Developed test plans, analyzed campaign performance and delivered results with actionable insights and recommendations
- Managed six different direct clients while assisting team members with various campaigns across fifteen additional clients
- Executed service sign-up email campaign, which generated over \$200,000 in revenue within the first week
- Expertly migrated two clients' email programs over to Salesforce Marketing Cloud
- Programmed new email templates, resulting in an increase in click rates by an average of 70%
- Successfully planned, programmed and executed various onboarding campaigns, increasing average lifetime value per customer by 250%

### Director of Lifetime Value Marketing Allconnect, Inc.

09/2012 – 03/2015

Houston, TX

#### Responsibilities & Key Accomplishments

- Effectively managed the lifetime value marketing team and increased market share and revenues through email and SMS
- Integrated social networks to increase customer base. Tied in email, text and social media with all company departments to create a single brand image and increase brand awareness
- Skillfully redesigned email and text message campaigns to improve customer engagement
- Utilized strong analytical and time management skills to expertly manage projects; engaged in multiple large-scale projects, such as email migration from Responsys to ExactTarget, a 4-month project that yielded \$345,000 in annual cost savings
- Drove 100% increase in email revenue and profits within six months

## WORK EXPERIENCE

### Software Implementation Consultant

Reynolds & Reynolds

03/2012 – 09/2012

Houston, TX

#### *Responsibilities & Key Accomplishments*

- Determined the needs of clients through account and system analysis to promote conversion to appropriate Reynolds products
- Leveraged technical proficiency to design and develop custom documents and reporting according to client requirements
- Provided system and application training to key personnel, including dealership owners and finance managers
- Administered quick and effective training, which accommodated an abbreviated sales process and allowed dealers to perform real sales within two days
- Reduced missed sales by up to 50% from pre-implementation
- Reported an average increase in profits of \$2,500 per customer, resulting in over \$250,000 in profits per month

### Marketing Analyst

Reynolds & Reynolds

03/2011 – 03/2012

Houston, TX

#### *Responsibilities & Key Accomplishments*

- Utilized strong planning and organizational skills to effectively manage 52 dealership clients nation-wide
- Planned and designed innovative marketing strategies for clients and provided creative solutions, which assisted with improving the customer experience and increased profits
- Coordinated internal and external input to better understand customer needs. Expertly utilized strong copy-writing and creative thinking skills to convey dealership messages and build brand equity
- Implemented marketing campaigns through the use of data analysis and customer segmentation. Performed routine meetings with dealership management to review results and strategies for future marketing campaigns
- Attained 100% client satisfaction and retention; every dealer up for renewal re-signed their contract
- Reported monthly gross profit increases of up to \$500,000 in revenue as a result of marketing strategies

## EDUCATION

### Master of Business Administration

Texas A&M University, Commerce

08/2013

### Bachelor of Arts in Communications

Purdue University, West Lafayette

12/2010

## CERTIFICATES

Salesforce Marketing Cloud Email Specialist

Salesforce Marketing Cloud Consultant