

CURRICULUM VITAE

Niharika Goyal

(Technical Team Lead with 7+ years of experience)

Email - goyal.n1990@gmail.com

Mobile No. - +91 7530862320

Career Objective

To be a part of an organization where I can fully utilize my skills and make a significant contribution to the success of the employer and at the same time my individual growth.

Working Experience

Working in Grazitti Interactive, #198, Industrial Area, Phase II, Panchkula, Haryana.

Technical Team Lead - May 2022 - Present

Senior Software Engineer - May 2020 - April 2022

Software Engineer, October 2016 - April 2020

Tools

Marketo, Pardot, Hubspot, SFMC, Basecamp, Trello, Workfront, Litmus, Email on acid

Working Experience in Marketo

- **Defined end-to-end automation process including strategy, planning, execution & analysis** - Developed project plans with deliverables, key milestones and timelines for campaigns. Guided marketing decisions using Marketing Automation and Salesforce best practices.

- **Implementation and execution of Programs** - E-mail Marketing, Campaign Management, Demand Generation, Lead Nurturing, Database Management, Lead Scoring and Reporting in Marketo instances.
- Worked with design and development teams for landing page and email template creation and performance optimization. Performed A/B tests – led to increase in email open rate by 60-80% and CTR by 80-100%. Landing page conversion rates increased 50-70%.
- Form development using the old and new version editors of Marketo.
- Marketo forms progressive profiling.
- Building different Program Templates using Program-level Tokens.
- Emails, Landing Pages, Lead, Marketo Programs Performance Reporting.
- Sending of Email blast to members based on segmentation
- Created segmentation based on industries, job title etc to use dynamic content in emails.
- List Building.
- Set up triggered campaigns based on the business requirement to automate the manual process
- Used dynamic content such as header, footer, subject line etc
- Set up Campaigns for emails

Responsibilities

- Leadership towards projects and team.
- Handle team of 9 members.
- Interacting with clients across regions and ensuring timely delivery.
- Manage multiple projects at same time.
- Very hardworking and dedicated towards each task and project.
- Giving training to a lot of trainees.

CERTIFICATIONS

2x Adobe Certified Expert - Marketo Engage Business Practitioner

STRENGTHS

- Ability to work in a team and individual environment.
- Positive Attitude.
- Hardworking and Confident.
- Adaptability

ACADEMIC CREDENTIAL

- Master Of Computer Application From SSD Girls College, Bathinda (April 2011 - March 2014)
- Bachelor Of Computer Application from Multani Mal Modi College, Patiala (April 2008 - March 2011)

PERSONAL PROFILE

Date of Birth : 24 September 1990
Father's Name : Sh. Sham Lal Goyal
Gender : Female
Nationality : Indian
Languages known : English, Hindi and Punjabi
Address : Flat no. 203, GH-6, Sec-20, Panchkula, Haryana

DECLARATION

I hereby confirm that the above particulars are true to best of my knowledge

(Niharika Goyal)