

Contact

www.linkedin.com/in/saveena-dhuria-a08869b1 (LinkedIn)

Top Skills

Salesforce.com

Lead Scoring

Lead Management

Languages

English (Professional Working)

Hindi (Professional Working)

Punjabi (Professional Working)

Certifications

Adobe Certified Professional –
Adobe Campaign Classic Business
Practitioner

Machine Learning: Classification

Machine Learning Foundations

Adobe Certified Professional -
Adobe Real-Time CDP Business
Practitioner

Saveena Dhuria

Senior Marketing Automation Specialist at Tabcorp
Sydney, New South Wales, Australia

Summary

To associate with an organization where there is an ample scope for organizational as well as individual growth.

Experience

Tabcorp

Senior Marketing Automation Specialist

April 2024 - Present (1 year 3 months)

Sydney, New South Wales, Australia

Capgemini

1 year 6 months

Digital Marketing Specialist

August 2023 - April 2024 (9 months)

Sydney, New South Wales, Australia

Senior Business Analyst

November 2022 - August 2023 (10 months)

Frankfurt am Main, Hesse, Germany

Arcesium

Senior Marketing Specialist

November 2021 - November 2022 (1 year 1 month)

India

- As the Demand Generation Head, collaborated directly with the VP of Marketing to define comprehensive marketing and end-to-end customer lifecycle and demand gen strategies for existing and new product markets.
- Orchestrated, executed, and monitored the performance of Cross Channel Marketo campaigns, leveraging a data-driven approach to boost brand awareness and profitability.
- Managed full-cycle marketing strategies for Demand Generation, ensuring alignment with business objectives and driving measurable results.
- Developed and implemented a revenue cycle model and lead lifecycle management programs in Marketo, optimizing lead nurturing and conversion.

- Designed and executed impactful Lead Generation forms and Brand Awareness Ad campaigns on LinkedIn, effectively expanding brand reach and engaging target audiences.
- Led the successful execution of a Website Redesign Strategy, setting up Conversion goals on Google Analytics and establishing SEO goals on Yoast SEO and SEMRush to improve website performance and visibility.
- Played a key role in integration of Marketo with Salesforce CRM and the social media platform Oktopost, streamlining marketing and sales processes for improved efficiency and productivity.
- Took ownership in creating setting Objectives and Key Results (OKRs) for the yearly Demand Gen goals

Adobe

4 years 1 month

Technical Consultant

January 2021 - November 2021 (11 months)

1. Designed and implemented cross-channel marketing campaigns (e.g. offers, upsell, cross-sell, real-time and personalized campaign deliveries) that deliver customer's business, functional, technical, and customer experience goals on AEP- AJO, Adobe Campaign and Marketo
2. Worked closely with AEP Product and Performance testing Team for testing and recommending new features to support customer's use cases
3. Worked with clients and client partners through the various stages of the project including Assessment, Requirements, Design, Build, Testing, Reporting/Tracking, Training, and Go-Live.
4. Provided expert service and recommendations to clients and client partners as Launch Advisory Services Consultant.
5. Integrated Adobe Campaign and AEP with other products within the Adobe Marketing Cloud such as AEM, Target, and Analytics; and Marketo with Salesforce and Microsoft Dynamics.
6. Built Customer Journey Analytics reporting dashboard in Adobe Experience Platform (AEP) using SQL (query service) to measure campaign KPI's.

Associate Technical Consultant

November 2017 - January 2021 (3 years 3 months)

Bangalore

1. Implemented cross-channel marketing campaigns (e.g. offers, upsell, cross-sell, real-time and personalized campaign deliveries) that deliver customer's business, functional, technical, and customer experience goals on Adobe Campaign Standard and Classic.

2. Worked as QA consultant on Adobe Campaign Classic and Standard projects.
3. Provided expert services to partner teams and customers on implementation and best practices
4. Supported HR's with hiring initiatives for college students
5. Provided Mentoring and training to New College Graduates on Adobe Campaign Classic

Wipro Digital

Project Engineer

August 2017 - November 2017 (4 months)

Bangalore

1. Trained on Python, AI and Machine Learning.
2. Built a capstone project on website scraping using Jupyter notebook.

Tata Consultancy Services

Intern

June 2016 - August 2016 (3 months)

Developed a business Intelligence tool for small Medical retail shop to give insights on frequent customers and in-demand medical products.

CDAC

Industrial Trainee

May 2015 - June 2015 (2 months)

Mohali, Punjab, India

Did industrial training on VLSI and FPGA implementation

Education

Indian Institute of Management, Kozhikode

Master of Business Administration (EPGP), MBA · (2020 - 2022)

National Institute of Technology, Jalandhar

Bachelor of Technology (BTech), ECE · (2013 - 2017)

DCM International School, Ferozepur City

High School · (2011 - 2013)

St Joseph's Convent School, Ferozepur Cantt

Matriculation · (1998 - 2011)
