

Senior Analyst, Deployment Specialist

Job ID
REQ-10085521
авг 31, 2026
Индия

Сводка

Responsible for the entire email campaign deployment process including subscriber segmentation, test sends, preparing the final subscriber list, and scheduling the deployment. Reviews emails to ensure accurate coding, appropriate audience targeting, and alignment with campaign goals as outlined in the CRF. This meticulous approach ensures effective and targeted email marketing campaigns.

About the Role

Senior Analyst, Deployment Specialist

Location – Hyderabad #LI Hybrid

Major accountabilities:

- Supports the Customer in **deploying email campaigns** and **related landing pages**.
- Manages subscriber data imports, segmentation, and **preparing Proof Data Extensions**.
- Build journeys** and **configure deployment schedules**.
- Validate segmentation and provide MAP audit samples for approval**
- In deployment setup, **ensure accurate DE configurations**, confirm counts with validation reports from MDS team, and monitor both post-deployment and ongoing sends, troubleshooting with the CEP team as needed.
- Ensures accurate **ingestion of content and metadata matrices**, whether manually or through Auto-matrix (Automated processes).
- Collaborate with QA Specialists to review and validate the quality and success of email campaigns.
- Co-ordinates with various teams across various time zones. Guide Analyst, Deployment Specialists in the team

Essential Requirements:

- Overall, 8+ years of hands-on experience in SFMC Campaign Operations with Email Specialist certification required. Additional certifications like Admin or Developer are a plus.

Minimum Experience:

- Strong understanding of data platforms, Salesforce integrations, and evolving data landscapes.
- Proficiency in Salesforce Marketing Cloud modules, including Automation Studio, Journey Builder, Contact Builder, Data Extensions, SMS, Web Studio, AMP script, HTML, CSS, and JavaScript.
- Knowledge of omni-channel customer journeys, segmentation, QA, CDP, and Marketing Cloud Intelligence for data management and analytics.
- Strong analytical, problem-solving, communication, and collaboration skills.
- Ability to manage multiple projects and deliver effectively under tight deadlines.
- Familiarity with GDPR, data protection regulations, marketing automation tools, and analytics platforms.
- Understanding of pharmaceutical commercial data, matrix working environments, and adaptability to emerging technologies such as Gen AI and Agentic AI.

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Дивизион
US
Business Unit
Marketing
Место
Индия
Сайт
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type

Regular
Shift Work
No

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