

# Senior Analyst – Marketing Platform Operations

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REQ-10081463  
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## Сводка

This role sits at the core of running data driven, personalized omnichannel campaigns and Next Best Action for sales reps using Salesforce Marketing Cloud (SFMC). The position requires deep expertise in campaign management, marketing data infrastructure, and cross-system orchestration. You will be responsible for designing and executing complex journeys, integrating key MarTech systems (e.g., CRM, Web Analytics, CDP) with SFMC, and enabling global and local teams to activate insights for more precise and impactful customer experiences. A strong, ongoing curiosity about the future of MarTech, AI driven personalization, and emerging campaign technologies is essential to continuously evolve our engagement strategy.

## About the Role

**Location:** Hyderabad #Hybrid

## Key Responsibilities

- Lead the overall strategy, planning, and orchestration of omnichannel campaigns supporting Country and Brand teams with campaign design through data-driven customer insights and a deep understanding of available data and analytics.
- Drive end-to-end campaign processes—from planning and design through execution, monitoring, and optimization—while ensuring high-quality, personalized customer experiences.
- Configure, build, and deploy complex customer journeys and marketing automations in SFMC by leveraging a deep understanding of how Marketing Cloud, Data Cloud, and CRM connectors interact, including underlying data structures and data flows
- Partner with cross-functional and global stakeholders (marketing, sales, analytics, engineering, content, data teams, and developers) to translate business goals into scalable campaign solutions.
- Conduct data analysis and structured A/B tests to optimize KPIs across segments, brands, and regions, feeding learnings back into journey design and targeting.
- Perform rigorous data quality checks, proactively resolve deployment issues, and ensure adherence to data governance, privacy, and consent standards across all activations.

## Essential Qualifications & Experience

- Bachelor's or Master's degree in Marketing, Technology, Data Science, or a related field.
- Around 5 to 8 years of experience in marketing technology, campaign management, or customer data-driven marketing roles, with hands-on experience in Salesforce Marketing Cloud (or similar campaign platforms).
- Knowledge of omni-channel customer journeys, with proficiency in segmentation, Data Extensions configuration, QA, and a strong understanding AMPscript, and modules like Automation Studio, Journey Builder, Contact Builder, SMS, and Web Studio with HTML, CSS, JavaScript.
- Demonstrated curiosity about the future of MarTech, with a track record of exploring new capabilities (e.g., AI, real-time personalization, advanced decisioning) and translating emerging trends into impactful marketing experiments and best practices.

## Leadership & Soft Skills

- Strategic and systems thinker with a solid grasp of data-driven marketing transformation.
- Strong stakeholder management skills, with ability to influence in a highly matrixed global organization.
- Exceptional communication and storytelling skills, especially in translating data and architecture concepts into business value.
- Ownership mindset with a passion for building scalable, sustainable marketing data solutions.
- Experience working in global pharma or regulated environments preferred.

## Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook <https://www.novartis.com/careers/benefits-rewards>

## Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

**Benefits and Rewards:** Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Дивизион

International

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

### **Accessibility and accommodation**

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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