

## Senior Analyst, Campaign Deployment

Job ID  
REQ-10058337

7月 24, 2025

India

### 摘要

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

Location - Hyderabad #LI Hybrid

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#### Key Responsibilities:

- 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.

#### Essential Requirements:

- BTech / Masters in Technology or Masters in Business Administration.
- Overall, 5+ years of hands-on experience in SFMC Campaign Operations with Email Specialist certification required. Additional certifications like Admin or Developer are a plus
- Understanding of data platforms and their interface with SF platforms, including future evolutions in data landscapes.
- Knowledge of omni-channel customer journeys, with proficiency in segmentation, Data Extensions configuration, QA, and a strong understanding AMP script, and modules like Automation Studio, Journey Builder, Contact Builder, SMS, and Web Studio with HTML, CSS, JavaScript.
- Good knowledge of Customer Data Platforms (CDP) and Marketing Cloud Intelligence (MCI) along with Salesforce Marketing Cloud for better data management and advanced analytics.
- Strong problem-solving, analytical skills, excellent communication and collaboration skills.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Familiarity with GDPR and other data protection regulations.
- Proficiency in marketing automation tools and analytics platforms.
- Understanding the complexity of integrated working in a matrix and geographically dispersed environment.
- Good understanding of the pharmaceutical commercial data landscape and commercial processes.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage

#### Commitment to Diversity and Inclusion:

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US

Business Unit  
Universal Hierarchy Node

地点  
India

站点  
Hyderabad (Office)

Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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