

Senior Analyst - Salesforce Marketing Cloud Operations

Job ID
REQ-10065965

11月 17, 2025

India

摘要

Provide expert support across high-complexity SFMC campaign implementations. Contribute to innovation in Marketing Automation and Customer Relationship Management platforms through deep technical expertise in Salesforce Marketing Cloud. Collaborate cross-functionally to drive value and ensure successful delivery of email marketing campaigns, advanced/touchpoint journeys, and understand data integrations.

About the Role

Key Responsibilities

- Hands-on experience in implementing and configuring Salesforce Marketing Cloud modules, including Journey Builder, Automation Studio, Cloud Pages, Contact Builder, and Email Studio.
- Act as an Email Specialist and SFMC Admin, managing campaign execution, customer

journeys, and data model alignment to business needs.

- Translate business goals into scalable technical solutions in SFMC, including AMPscript, SQL queries, and automation workflows.
- Collaborate with cross-functional teams to understand marketing objectives and transform them into meaningful customer experiences.
- Ensure platform stability and adoption through best practices in governance, quality checks, and user support.
- Coordinate with global business teams and stakeholders to gather requirements and deliver SFMC-based marketing solutions on time.
- Keep up with the latest features and roadmap updates from Salesforce Marketing Cloud to continually enhance campaign performance.

Soft Skills

- Joint Value Creation: Ability to collaborate effectively to create value for all stakeholders.
- Dynamic, results-oriented team player who contributes positively to team success.
- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Excellent presentation skills and storyboarding skills.
- Excellent interpersonal and communication skills.
- Ability to operate effectively in an international matrix environment.

Essential Requirements

- Bachelor ' s or master ' s degree in technology, Marketing, or a related discipline.
- 4-6 years of hands-on experience working with Salesforce Marketing Cloud.
- Strong experience with AMPscript, SQL, and journey configuration.
- Proven experience in end-to-end campaign building and deployment.
- Experience with advanced modules including Einstein features, Distributed Marketing, and Mobile Studio is an added advantage.
- Familiarity with Data Cloud and Google Analytics is an added advantage.
- Understanding of marketing KPIs and ability to analyze campaign effectiveness using reporting tools or dashboards.

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部门

International

Business Unit

Marketing

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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