

# SHARANYA IYER G S

+91-9535392997 | sharanyaiyer03@gmail.com | Bangalore, India | [LinkedIn](#)

## SUMMARY

Results-driven Senior Software Engineer with 5+ years of experience in executing successful marketing campaigns. Eager to expand knowledge in different marketing strategies including go-to-market strategies, B2B to drive impactful results, seeking to contribute to a dynamic team in a growth-oriented organization.

## SKILLS

**Tools:** Adobe Campaign – Classic and Standard, Mailchimp, IBM Unica

**Programming Language:** SQL, Basics of JavaScript and HTML

**Project Management:** Workfront, GitHub, JIRA, Click Up

**Other:** Soap UI, Agility Harmony, MS-Office

**Soft Skills:** Effective Communication, Leadership, Team Collaboration

## WORK HISTORY

### Senior Software Engineer, Royal Cyber INC.

09/2024 – Present

- Effectively strategized, executed and monitored various marketing promotions using Adobe Campaign Standard software for an esteemed online retail company based in Australia.
- Implemented Onboarding, Replenishment, and E-commerce Marketing Strategies.
- Developed email templates and conducted quality assurance checks.

### Marketing Platform Auto Analyst, Accenture

02/2022 – 09/2024

- Successfully handled campaign execution and management for a well-known UK media outlet, covering multiple channels like television, OTT platforms, and others.
- Designed and maintained campaigns using Adobe Campaign Classic Instance for ad-hoc as well as cadence campaigns across multiple channels such as SMS, Email, Direct Mail, OBTM.
- Played an active role in the Data Migration project, demonstrating strong skills in identifying and addressing potential risks and issues during the entire development and deployment process.
- Managed data in Adobe Campaign encompassing audience segmentation, list management, personalization, and A/B testing
- Conducted quality assurance checks before and after deployment
- Documenting campaign journeys and workflows ensured users received clear guidance.

### Associate Marketing Business Analyst, Epsilon

08/2019 – 02/2022

- Executed database marketing strategies for a major US pharmaceutical firm.
- Experienced in CRM, Healthcare Business Strategy, and Multi-channel marketing which includes Email, Direct Mail, SMS.
- Designed, developed, and tested integrated marketing campaigns for IBM Unica Campaign platform, resulting in improved target efficiency and enhanced performance.
- Analyzed customer data from various sources such as brand website registrations, Facebook ads, Live-ops and digital health platforms.
- Performed End to End and Regression testing.

## EDUCATION

- **Bachelor of Engineering - Computer Science Engineering**  
New Horizon College of Engineering, Bangalore  
CGPA – 7.29

## CERTIFICATIONS

- Mailchimp Foundation Certificate
- Google Analytics for Beginners
- Adobe Certified Expert - Adobe Campaign Classic Business Practitioner

## AWARDS AND ACHIEVEMENTS

- Encore Awards FY 23 – Star of Business
- Kudos Award, July 2023
- Kudos award, July 2023