Jai Malviya

☎: +91-9981188044
</>: jaimalviya.com
✉: jaimalviya25@gmail.com

Career Synopsis

❖ An accomplished & result oriented professional with **7+ years** of experience in **multiple verticals & domains including, Braze, Wordpress Website and Plugin and Thems development, Email Development and Design, Email Marketing, Campaign Analyst, Website Development, Designing, Landing Pages, In-App, PUSH, Incident Management, Digital Marketing, Support.**

❖ Currently working as a **Assistant Manager in Wipro Technology** and being responsible for Email Development & Design, Campaign Management, Segmentation of Audience, Website Design & Development, Incident Management, Email Campaign, PUSH Campaign, SMS Campaign, Connected Content.

❖ Adept in analyzing information system needs, evaluating end-user requirements & troubleshooting for complex information systems management.

❖ **A technocrat** with hands on **People Management** experience in leading teams for successful project implementation while ensuring a high-quality customer experience, elevating customer satisfaction in line with SLAs and work processes.

❖ Acting as a Individual Contributor for all IT and Digital Marketing work.

❖ Demonstrated excellence in **providing technical support for applications and data to clients**; playing a pivotal role in tracking problems, remediation scheduling and coordination of software / hardware devices.

❖ **Served as a SME** with proficiency in directing, leading & motivating workforce and imparting continuous on job training for accomplishing greater operational effectiveness/ efficiency.

❖ An effective communicator with **sound people management, negotiation, delegation & conflict resolution skills.**

Core Skills

Email Camping	HTML Email Design	Website Design & Development
CSM	UX and UI	Process Management
Network Operations	Content Writing	Performance Management
New Product Training	Training & Development	Process Reporting
SEO	Analytics	AdWords

TECHNICAL FORTE

❖ **Braze, SAP Campaign Management, Adobe Campaign, Marketo, Web Designing**
❖ **HTML Email Design and Development, UI and UX for Email XD and Figma files**
❖ **WordPress Website Design and Development using custom plugins and Themes**
❖ **WordPress SEO and Speed optimization**
❖ Php, HTML 5, CSS-3, JSON, SQL Bootstrap
❖ Power BI
❖ Control M, Remedy, JIRA, Monday.com, ASANA
❖ IP Monitoring
❖ Full stack Website CMS (WordPress, Magento,)

EMPLOYMENT CHRONICLE

May'21 – Till date with Wipro LTD; Current designated as Assistant Manager

Role :

My current role to ensure the client requirements and deliver the HTML emails. I am responsible for email development and design for graphics to UI and UX and complete email development and campaign expectation currently we are using multiple tool like **Adobe Photoshop, XD, Figma, Marketo and Braze** campaign management. We get the requirement from the client on different type of communications like **Html Email, Landing Pages, In-App messages, Push notification, Rich Push, Content Cards, Connected content**

Key Deliverables:

❖ Responsible for multiple BU's campaigns and Client interaction
❖ **Planning, content and creative** – including strategic customer integration
❖ **Create and implementing A/B testing campaigns**
❖ Email Design, Campaign Management and Segmentation using **Braze and Marketo tool**
❖ **Identify and implement new innovations for the channel like In-App, PUSH, Content Cards**
❖ Managing Team of 6 Members including 4 Developer one QA and one Campaign Analysist
❖ Presenting Weekly, Monthly analytics report for every Email, PUSH, Rich PUSH, In-App & SMS
❖ Acknowledge all the UI issue reported by client on Data Cloud Dashboard
❖ Defining Segmentation for customer according to client requirements

Oct'19 – May'21 with Aeron Systems Pvt. Ltd., Pune; Current designated as Digital Marketing Expert

Key Deliverables:

❖ Ensuring all social media Platform Should UpToDate
❖ Developed **new website on Wordpress** for Aeron
❖ Email Design, Campaign execution, Audience Management using **Adobe Campaign**
❖ Responsible for all digital requirements for all events and Promotions
❖ Presenting Weekly, Monthly analytics report for every post
❖ Tracking traffic from Google analytics
❖ Acknowledge all the **UI and UX** issue reported by client on **Data Cloud Dashboard**
❖ Providing promotional video for products and event
❖ Crack Deals with third party vendors for and digital requirements·

May'17 – Oct' 19 with Wipro Ltd, Pune; Designated as CSM

Key Deliverables:

❖ Ensuring delivery with no defects
❖ Control M dashboard management
❖ Responsible for quality of all communications and reporting for targeted audience
❖ Presenting Weekly, Monthly decks with Manager
❖ Tracking updates to process documents and preparing SOPs
❖ Data discovery and trend analysis for client SLA reports

May'16 – May'17 with Techsoluutions Private Ltd, Pune; last designated as Associate

Key Deliverables:

❖ Has always been one of the best performers in terms of quality & productivity
❖ As Web Designer Update client website based on their requirement
❖ Downloading the quality & new updates to the team members related to process.
❖ Conducting team huddles as and when necessary assisting team reports
❖ Developed relevant training materials P&P conducted knowledge checks through centralized portals.

Noteworthy Accomplishments:

❖ Setup the complete on floor Employ Desk Monitoring System which is currently in use on the floor
❖ Bagged:
✓ "Best Employ of the Month" twice in 2016 – Tech Soluutions
✓ "Best Performer" for 4 consecutive months Wipro Limited April-July 2018
✓ "Outstanding Collaboration" Feb 2018.
✓ "Best Individual Performer" March 2020
✓ "Out of the Box Thinker" Jan 2021

SCHOLASTICS

2016	B.E. (Computer Science) from SIRT, Bhopal
2015	IT Security and Web Development Diploma, Appin Tech Lab (Bhopal)
2012	XII from Maharishi Vidya Mandir (CBSE), Bhopal (Madhya Pradesh)
2010	X from Maharishi Vidya Mandir, (CBSE), Bhopal (Madhya Pradesh)

Additional Qualification:

❖ **OS's** WINDOWS NT/98, WIN2000, WIN XP, WIN VISTA, WIN7, Linux Centos, Kali , Ubantu, Fedora
❖ **Other Packages** MS-OFFICE 2000/3/7/10, Windows Active Directory, LDAP, SSO, Power BI,

CERTIFICATIONS / TRAINING

❖ Google Digital Unlocked
❖ AWS
❖ ITIL

PERSONAL DOSSIER

Date of Birth: 25th Feb, 1993

Address: Bangalore , Karnataka, IN – 562125

Languages Known: English, Hindi

Date-:   25th April 2024