



PRABHJOT SINGH

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Language: English (Professional) | German (Learning)

Email Marketing & Digital Campaign Lead | Automation, A/B Testing, Front-End Email Dev & Optimization

Accomplished Email Marketing & Digital Campaign Lead with **14+ years of experience** in enterprise-scale CRM, automation, and lifecycle marketing across global delivery environments. Strong expertise in **marketing automation, A/B & multivariate testing, audience segmentation, and campaign optimization** driving measurable engagement improvements. Proven track record in leading end-to-end email operations, including **HTML email development, workflow automation, QA governance, and performance analytics**. Experienced in managing cross-functional teams and stakeholder collaboration within fast-paced environments like Accenture, ensuring **campaign reliability, scalability, and conversion optimization**. Skilled in **email platforms, front-end development (HTML/CSS/JS), and campaign tools**, with a consistent focus on improving delivery efficiency and user engagement outcomes.

PROFESSIONAL EXPERIENCE

GOC (Google Operations Center)

Tech Process Senior Specialist | Jul 2026 – Present

- Manage end-to-end email marketing campaigns including planning, execution, scheduling, launch, and post-campaign monitoring across multiple communication programs.
- Own audience planning and segmentation strategies to deliver targeted email communications and improve engagement outcomes.
- Configure and manage email workflows, automation journeys, and campaign processes to ensure efficient and scalable execution.
- Execute A/B testing initiatives across subject lines, email creatives, content elements, and campaign journeys to optimize performance.
- Plan and coordinate email creatives, templates, and content requirements while ensuring quality, brand alignment, and responsive rendering.
- Analyze campaign performance data, identify optimization opportunities, and provide insights to improve engagement and conversion metrics.
- Manage email marketing platforms, provide tool support, and troubleshoot campaign-related issues to ensure smooth delivery.
- Coordinate work orders, campaign requests, timelines, and delivery priorities while maintaining operational accuracy and quality standards.
- Collaborate with clients, stakeholders, and cross-functional teams to understand requirements and deliver effective campaign solutions.
- Lead and support team members by providing guidance on campaign execution, quality checks, workflow management, and best practices.

Accenture, Gurugram

Team Lead / Digital Marketing Advisory Specialist | May 2015 – Jul 2026

- Orchestrated large-scale lifecycle and triggered email communication programs across multiple customer segments in a high-volume enterprise environment
- Owned end-to-end campaign operations including audience segmentation, workflow configuration, QA validation, scheduling, and post-deployment monitoring
- Applied experimentation frameworks (A/B and multivariate testing) to refine subject lines, templates, and content logic, driving measurable uplift in engagement KPIs
- Administered enterprise email marketing platforms ensuring stable campaign delivery, system reliability, and operational continuity
- Developed reusable automation workflows to streamline recurring campaign execution and reduce manual intervention
- Partnered with cross-functional teams including product, CRM, QA, and development to align marketing execution with business and product roadmaps
- Conducted performance diagnostics using campaign analytics to identify drop-offs, optimize funnel engagement, and improve conversion behavior

- Provided technical governance for HTML-based email builds, ensuring rendering consistency across email clients and devices
- Managed defect lifecycle tracking through Jira, coordinating resolution cycles between development and testing teams
- Established internal quality checkpoints covering build validation, release readiness, and campaign compliance standards
- Acted as escalation point for production issues, ensuring rapid troubleshooting and minimal campaign disruption
- Mentored junior team members on email operations tooling, workflow design, and execution best practices

Beno Support Technologies, Ghaziabad

Front-End Developer / UI Specialist | *May 2012 – Apr 2015*

- Built responsive UI systems and web interfaces using HTML5, CSS3, and JavaScript with a focus on performance and scalability
- Translated UX/UI concepts into production-ready digital assets ensuring pixel-level accuracy and brand alignment
- Developed HTML-based marketing emails optimized for cross-client rendering, accessibility, and compatibility constraints
- Improved web performance through asset optimization, code refactoring, and structured front-end architecture practices
- Participated in solution scoping sessions with stakeholders to define functional requirements and technical delivery approach
- Executed end-to-end debugging and root cause analysis for UI defects across web applications and campaigns
- Produced interactive prototypes and visual layouts supporting product demos and marketing initiatives
- Maintained version-controlled codebases and collaborated in structured release cycles with QA and development teams
- Ensured cross-browser and multi-device compatibility through systematic testing and UI validation
- Contributed to visual branding assets and promotional creatives aligned with marketing objectives

KEY SKILLS

Functional Skills: Email Marketing Strategy | Campaign Management | Marketing Automation | Campaign Planning | Audience Segmentation | A/B Testing & Optimization | Performance Analysis | Team Leadership & Mentoring | Stakeholder Management | Project Delivery Management | Workflow Optimization | Client Communication | Quality Assurance & Testing | Cross-functional Collaboration | Product Coordination

Technical Skills: Email Development | HTML5 | CSS3 | JavaScript | ReactJS | Bootstrap | Responsive Web Design | Email Template Coding | Email QA & Litmus Testing | Figma | Adobe Photoshop | JIRA | Git Version Control | Google Analytics | Gamma Email Platform | GNP Email Platform | Tau Platform | Campaign Management Tools | Salesforce | GNP and Gamma (Google Email Marketing Tools)

EDUCATION

- **Bachelor of Commerce** | University of Delhi, Delhi, India | 2011
- **2-years Diploma in DTP/BDP IT Application Course** | 2010
- **Diploma in Computer Operator and Programming Assistant** | 2008

CERTIFICATION

- **Agile Project Management** | Google / Coursera | 2026
- **Foundations of Digital Marketing and E-commerce** | Google / Coursera | 2026
- **Google Project Management** | Google / Coursera | 2026