Reshma Sara Philip

Web Specialist

Web Specialist with strong skills in **HTML/CSS**. Experienced in developing and managing **exhibitor portals** and **microsites** for events. Excellent problem-solving and communication skills. Passionate about creating web solutions that improve user experience and drive business growth.

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WORK EXPERIENCE

Web Specialist
Dubai World Trade Center

02/2023 - Present   *Dubai, United Arab Emirates*

Achievements/Tasks

- Expertise in creating and managing microsites using OCC.
- Created targeted email campaigns using Oracle Eloqua, increasing user engagement.
- Skilled in managing exhibitor portals, optimizing their functionality, and ensuring a smooth experience for exhibitors across the platform.
- Coordinated efforts between business and development team to implement key features and drive successful project outcomes.
- Provided on-demand technical support to exhibitors, quickly resolving issues and ensuring minimal disruption to operations.

Digital Marketing Associate
Al Hasawi Group

02/2020 - 01/2023   *Shuwaik Industry, Kuwait*

Achievements/Tasks

- Create Mobile/Web Pushes using Insider, Pushwoosh, Google Firebase tools.
- Create and maintain tracking reports of digital and traditional marketing efforts.
- Analyze the structure of a business, how it uses technology and what its goals are, identified problems within a business, including through data using modeling techniques.
- Monitored work against the production schedule, provide updates to the Business and report any technical difficulties
- Worked closely with Design, Development, Program Management, Marketing Research, Analytics and other teams to develop user- centered features.

Marketing Technology Specialist
Verticurl

06/2017 - 09/2019   *Coimbatore, India*

Achievements/Tasks

- Develop the Marketing Automation Infrastructure by creating Emails (with responsive), Landing Pages, Form Processing, Campaigns and Nurture Programs using the Marketing Automation Tools like Eloqua.
- Have Experience in Marketing Automation, Email Marketing,forms and landing pages, Lead nurturing, Segmentation.
- Creation and execution of multi-step and single-step campaigns, Marketing/Nurture Campaigns.
- Designed and implemented campaigns and nurture programs to identify target audiences including tracking and reporting on results.

SKILLS

Oracle Eloqua   Oracle Commerce Cloud   JIRA   DocuSign   Google Analytics   Inside Inone   Inside Inone   Infobip/Pushwoosh   Figma   HTML, CSS and Javascript   Bootstrap   Salesforce Chatter

PROJECTS

DocuSign Implementation
- Led the department-wide implementation of DocuSign, streamlining contract processes.

WhatsApp for Business Integration
- Worked on integrating WhatsApp into the e-commerce platform to improve customer communication.
- **Infobip Messaging**: Enhanced user engagement by utilizing Infobip to send WhatsApp promotional messages.

Booking System
- Acted as the primary point of contact between business stakeholders and the application development team for the **Booking Engine** application.
- Gathered and communicated business requirements to ensure clear alignment between business goals and development deliverables.
- Coordinated the development process, tracked progress, and ensured timely delivery of features, meeting business needs and technical specifications

EDUCATION

B. Tech Computer Science and Engineering
Karunya University

01/2013 - 01/2017

ACHIEVEMENTS

Fundamentals of Digital Marketing

Google Digital Garage

Google Analytics for Beginners

Google Analytics Academy