# Anjana Chandel

*Expert in Adobe Campaign Classic & Customer Journeys | Digital Marketing Operations Leader |*
*Bridging Martech, Data, and Creativity | AI in Marketing*

## SUMMARY

I'm a digital marketing and marketing technology professional with 6+ years of hands-on experience delivering targeted and account-based email campaigns for SaaS and BaaS products, primarily within regulated industries such as financial services and digital wealth management.

My work spans end-to-end campaign ownership, from translating product and business requirements into segmentation logic and personalization rules, to building responsive email templates, managing deployments, and analyzing performance. I've spent much of my career working in Adobe Campaign Classic v7, leveraging SQL across multiple databases to create highly targeted, data-driven customer journeys.

On the analytics side, I focus heavily on measurement and optimization, tracking KPIs such as delivery rate, open rate, CTR, CTOR, conversion rate, and unsubscribe trends. I've implemented UTM strategies and used tools like Adobe Analytics, Snowplow, PostHog, Google Pixel, and Power BI to understand post-click behavior and improve campaign effectiveness.

I regularly collaborate with product, engineering, and offshore delivery teams, acting as a bridge between technical and non-technical stakeholders. I'm comfortable discussing data architecture, integrations, and platform limitations while keeping execution aligned with business goals.

I also leverage AWS services (API Gateway, Lambda, S3, CloudWatch) to support campaign automation and reliability, and I increasingly use generative and agentic AI tools to streamline workflows, reduce manual effort, and scale campaign operations efficiently.

## SKILLS

**MarTech:** Adobe Campaign Classic v7, Email Marketing, Marketing Strategy, SEO, PPC, Data Analysis, Hootsuite, Google Analytics, GTM, Meta Business Suite

**AWS Cloud Services:** AWS SES, APIGateway, Athena, S3, Lambda, Cloudwatch

**Management:** Executive Leadership, Project Management, Agile / Scrum Methodologies

**AI:** AI Prompting · Prompt Engineering, Generative AI Tools Generative AI for Marketing, AI for Content Marketing, ChatGPT, Cursor + Claude Agentic AI, GitHub Copilot, Google Gemini

**Technical Skills:** SQL, Databases, HTML/CSS, MacOS/ Unix/Linux/Windows/Windows Server

**PROGRAMMING LANGUAGES** JAVA, C / C++, Python, Shell Scripting

**LANGUAGE** English

## Certifications / Credentials

**Digital Marketing (Simplilearn)** Mastering SEO, Content Marketing, PPC and Digital Analytics

**Digital Marketing (Simplilearn)** Mastering Social Media, Mobile Marketing and Digital Strategy

**LinkedIn Learning -**
- [AI for Marketing and Content Marketing](#)
- [Build Your Generative AI Plan for Marketing Success](#)
- [Everyday AI Concepts](#)
- [Generative AI for Digital Marketers](#)
- [Introduction to Prompt Engineering for Generative AI](#)
- [Writing Great Content with Gen AI That Doesn't Sound Fake](#)
- [Hootsuite Platform Certification: 1 Hootsuite Fundamentals](#)
- [Executive Leadership](#)

# EXPERIENCE

**Senior Marketing Manager, Tandems (Formerly SigFig)** Feb 2021 - Dec 2025

**Account-Based Marketing & Targeting (ABM)**

- Executed targeted and account-based email campaigns for SaaS/BaaS products using Adobe Campaign Classic v7, supporting high-value financial and digital wealth partners.
- Leveraged Salesforce CRM and HubSpot to align account hierarchies, lifecycle stages, and firmographic data with marketing segmentation and ABM strategies.
- Built advanced audience segmentation using SQL across MariaDB, Oracle, PostgreSQL, and Vertica, enabling account-, firmographic-, and behavior-based personalization across channels.

**Campaign Management**

- Owned end-to-end email campaign execution from intake and business rules to template development, QA, deployment, and post-campaign analysis.
- Designed and deployed campaigns integrated with Salesforce (Leads, Contacts, Accounts, Opportunities) and HubSpot (lists, workflows, lifecycle stages) to support coordinated sales and marketing outreach.
- Developed responsive, personalized email templates using HTML, CSS, and JavaScript, incorporating rich media and dynamic content.
- Managed integrations and automation using AWS services including API Gateway, Lambda, S3, and CloudWatch.

**Data Analytics & Optimization**

- Tracked and optimized campaigns using KPIs including delivery rate, open rate, CTR, CTOR, conversion rate, unsubscribe rate, and spam complaints.
- Synced engagement and conversion data back to Salesforce and HubSpot to support lead scoring, attribution, and sales pipeline reporting.
- Implemented UTM tracking and analyzed post-click behavior using Adobe Analytics, Snowplow, PostHog, Google Pixel, and Power BI to measure downstream impact on revenue and pipeline.

**Collaboration & Tools**

- Partnered with product, engineering, sales, and analytics teams to translate business requirements into scalable marketing solutions.
- Worked closely with sales teams using Salesforce and HubSpot to ensure campaign alignment with go-to-market motions, lead handoff processes, and SLA requirements.

- Collaborated with offshore teams to ensure on-time, high-quality campaign delivery.
- Utilized Confluence, JIRA, and Asana to manage workflows and cross-team communication.

**Compliance & Best Practices**

- Ensured email deliverability and compliance with GDPR and CAN-SPAM regulations across Adobe Campaign, Salesforce-connected workflows, and HubSpot automations.
- Leveraged generative and agentic AI tools to automate repetitive campaign tasks, improve data hygiene, and increase operational efficiency.

**Senior Quality Analyst -Digital Marketing, Tandems (Formerly SigFig)** July 2017 - Feb 2021

- Partnering with Marketing to plan, test, and optimize conversion, transactional, and post-conversion campaigns, ensuring alignment with business rules and driving measurable improvements in campaign performance.
- Improved email delivery and engagement by testing multiple scenarios and refining content, messaging strategy, and narrative based on performance insights.
- Increased campaign effectiveness through optimization of delivery workflows and structured A/B testing, contributing to higher customer engagement and satisfaction.
- Led ongoing A/B testing initiatives, including iterative message updates and experimentation with media elements (adding/removing visuals and CTAs) to maximize customer response.
- Supported Marketing Operations by preparing release checklists and coordinating content deployment to ensure accurate, timely campaign launches.

**Configuration Manager, Digital Insight / NCR** Sept 2015 - July 2017

- Delivered Level 3 software support for commercial web-based SaaS products, maintaining **99.96% system uptime**and resolving complex, high-severity issues within SLA.
- Performed in-depth issue research, replication, and **root cause analysis**, serving as the escalation point for sensitive client cases and complex technical problems.
- Led **product configuration and enablement efforts**, documenting new procedures, features, and releases, and training support engineers on best practices.
- Contributed to operational excellence by managing support queues, maintaining detailed case documentation, and authoring internal and external **knowledge base articles**.
- Leveraged deep technical expertise in **Linux/UNIX systems, shell scripting, Splunk, Perforce Helix, and database querying** to support troubleshooting, reporting, and cross-team requests.

**Software Quality Consultant, SigFig (Now Tandems)** March 2009 - Sept 2015
- Developed and executed comprehensive manual test cases aligned to functional and business requirements, improving test coverage by **30%**.
- Collaborated with business stakeholders and developers to clarify requirements and validate fixes, reducing requirement-related defects by **25%**.
- Performed manual system, integration, and regression testing for weekly builds and new releases, contributing to a **20% reduction in post-release defects**.
- Maintained and updated existing test scripts to support evolving features and ensure consistent release quality.
- Utilized **JIRA** to track and manage defects, incidents, and features, improving defect turnaround time by **15%**.
- Conducted cross-browser testing across Internet Explorer, Firefox, and Google Chrome, ensuring consistent user experience across platforms.
- Actively participated in Agile/Scrum ceremonies and defect triage, enabling on-time sprint delivery and improved release stability.

**Software Quality Manager, Infinity Pvt. Ltd** March 2006 - Feb 2009

- **Led product quality and QA initiatives across diverse web, mobile, and enterprise platforms**, including consumer-facing products (WikiInvest, American Express mobile concierge) and large-scale business systems.
- **Delivered testing and quality assurance for complex domain applications** spanning finance (ICBC e-remittance), asset & inventory management (Sony Electronics, hospital handheld systems), secure file transfer/storage, and government knowledge management solutions.
- **Supported multi-technology environments (Java, .NET, web & desktop applications)** across global clients in banking, education, telecom, electronics, and public sector, ensuring reliability, scalability, and production readiness.


**Software Development Specialist**, **Greenbills Pvt. Ltd** March 2005 - Feb 2006

- Contributed to a **National University of Singapore (NUS)**–funded initiative to develop a **prototype national e-billing framework** for Singapore.
- Built a **.NET proof-of-concept** to support funding approval from the **Infocomm Development Authority (IDA), Singapore**.
- Led **bug tracking and issue management** during development and a **3-month, 100-user pilot** with a leading Singapore telecom provider.

**EDUCATION**

Indian Institute of Technology, Roorkee — Master in Computer Applications
July 1999 - June 2002

Himachal Pradesh University, India — Bachelor of Science
July 1995 - June 1999