MANISHA BHANDARI

Campaign Operations Specialist | Salesforce Marketing Cloud
PMP | Salesforce Certified Email Specialist | Certified AMPscript and SQL Practitioner
manishabhandari.ca@gmail.com • 905.782.3594 • Brampton, ON • Portfolio

PROFESSIONAL SUMMARY

PMP-certified campaign operations specialist who runs email and SMS campaigns the way projects should run: clear intake, a timeline worked back from the send date, and QA and sign-off before anything deploys. Agency experience delivering BAU and promotional campaigns for multiple clients in parallel. Salesforce Certified Email Specialist and Certified AMPscript and SQL Practitioner, building the back end of SFMC campaigns: SQL automations, data-driven AMPscript and Journey Builder, backed by a Computer Science degree. Canadian permanent resident, authorized to work in Canada without sponsorship.

CORE SKILLS

Salesforce Marketing Cloud: Email Studio, Content Builder, Journey Builder, Automation Studio, Data Extensions, Send Classifications, Test Sends, and Previews

Personalization & Data: AMPscript (personalization with fallbacks, Lookups, conditional logic, dynamic content, HTML/CSS, Litmus), SQL (segmentation, JOINs, deduplication, System Data Views)

Campaign Operations (PMP): Brief intake and scoping, BAU and promotional calendars, send-date timelines, audience selection, suppression, A/B testing, QA gates and sign-off, deployment, reporting

In Training: SSJS, Data 360, Handlebars (Marketing Cloud Next)

Other Platforms: Brevo, Easify, Keap, Klaviyo, HubSpot, Google Analytics 4, Tableau, Power BI, Asana, Canva, Adobe Creative Suite

SFMC CAMPAIGN PROJECTS

Salesforce Marketing Cloud Campaign Builds | AMPscript Academy *(September 2026 - Present)*

Back-end campaign builds in a Salesforce Marketing Cloud business unit, each delivered from a written brief and code-reviewed by a Marketing Cloud Solution Architect.

End-to-End Welcome Journey | Tavern Group (5 venues) | SQL, Automation Studio, Journey Builder, AMPscript

- Built the full welcome program from data to inbox: a scheduled SQL automation finds new sign-ups, adds them to the journey, and tracks coupon redemptions, so the journey runs without manual list pulls.
- Set the entry rules in SQL (recent sign-up, opted in, 21+, active venue) and excluded banned members, staff, and anyone already in the journey. A decision split sends a day-14 reminder only to members who have not redeemed their welcome coupon.
- Personalized the 3-email series (welcome, venue event, offer) with AMPscript, pulling each member's own venue branding, events, and manager sign-off, with fallbacks for missing names and a safeguard that stops the send if venue data is missing.

Data-Driven Win-Back Offers | TelcoTech | AMPscript, Data Extensions

- Built a reactivation email that recommends two plans to each lapsed customer based on the plan they had before, instead of one generic offer for everyone.
- Offers, pricing, and tracked links all come from a plan Data Extension, so the team can change a recommendation or price without touching the email, and the send stops if a plan cannot be matched.

Reusable Monthly Newsletter Template | SecureBank | AMPscript, Content Builder, Data Extensions

- Built one newsletter template controlled entirely by a Data Extension: each month the team updates the article content, and the email updates itself, with no HTML or code changes.
- Each customer sees three articles and an intro matched to the product they care about across five categories, with the month added to the subject line automatically and nobody receiving an empty newsletter.

Loyalty Master Data Extension | StayBright | SQL, Automation Studio

- Built an automation that combines five loyalty Data Extensions into one master record per member: a single reusable source the campaign team can segment and build journeys from.
- Calculates the fields campaigns need most, including 6 and 12-month points, spend and visits, points to the next tier, days since last purchase, and last app login.

PROFESSIONAL EXPERIENCE

Email & Social Media Marketing Specialist | BUZZ Internet Marketing Group, Vaughan, Canada *(May 2025 - September 2026)*

Digital marketing agency. Ran email and SMS campaign operations for multiple client accounts in parallel.

- Owned email and SMS campaigns end-to-end in Brevo and Easify, from client brief and audience segmentation through content, QA, scheduling, deployment, and reporting, on a recurring BAU cadence alongside one-off promotions.
- Ran the multi-client campaign calendar like a project schedule, working back from each send date to set brief, build, QA, and approval deadlines with the designer and account team so sends went out on their scheduled dates.
- Built and deployed an AI agent in Easify's two-way SMS platform that answers common customer inquiries instantly and routes complex conversations to the customer service team, freeing them to focus on the cases that need a person.
- Ran A/B tests on subject lines and messaging and closed out each campaign with a review of opens, clicks, click-to-open rate, conversions, and deliverability, rolling what worked into the next send.

ADDITIONAL EXPERIENCE

Marketing Coordinator | Microbix Biosystems Inc., Mississauga, Canada *(September 2024 - December 2024)*

- Supported the HPV marketing campaign by creating digital assets, including social media posts, email graphics, and promotional materials.
- Assisted with email marketing campaigns in Keap and updated the annual product catalogue using Adobe Express, keeping marketing materials and product information accurate and up to date.

Marketing Coordinator (Co-op) | Synerion North America Inc., Toronto, Canada *(May 2023 - December 2023)*

- Managed and updated HubSpot CRM data supporting email marketing and lead management, and ran marketing tasks and deadlines in Asana.
- Increased qualified website traffic by 25% by expanding and optimizing the company's content library, and grew LinkedIn followers by 30%.

Product Marketing Intern | IDEMIA, Paris, France *(May 2020 - July 2020)*

- Created email copy, social media content, and product descriptions for the Augmented Driving Licence product, supporting marketing communications and campaign planning.
- Conducted market research, competitor analysis, and benchmarking to support product positioning and advertising initiatives across EMEA, APAC, and Africa.

Senior Market Research Associate | Phronesis Partners, New Delhi, India *(January 2017 - December 2018)*

- Managed concurrent client research projects from scoping to final presentation for senior stakeholders.

CERTIFICATIONS

Salesforce Certified Email Specialist	Salesforce
Certified AMPscript Practitioner	AMPscript Academy
Certified SQL Practitioner	AMPscript Academy
Project Management Professional (PMP)	Project Management Institute
Salesforce Business Administration Specialist (Superbadge)	Salesforce Trailhead
Certified Email Marketing	HubSpot
Certified Digital Marketing & E-commerce Professional	Google
Certified Data Analytics	BrainStation

EDUCATION

Bachelor of Technology, Computer Science Engineering | Dr. A.P.J. Abdul Kalam Technical University, New Delhi, India

MSc, International Marketing and Business Development | SKEMA Business School, Paris, France

Graduate Certificate in Marketing Management | Sheridan College, Mississauga, Canada

Graduate Certificate in Strategic Relationship Marketing | George Brown College, Toronto, Canada