

Senior Analyst - Marketing Platform Operations

Job ID

REQ-10080862

Jun 22, 2026

LOC_IN

About the Role

Key Responsibilities:

- Manage and execute digital marketing campaigns using Salesforce Marketing Cloud including Email Studio, Journey Builder, Automation Studio, Contact Builder, and Data Extensions.
- Analyze campaign performance, customer engagement trends, and channel effectiveness using data from SFMC and other available sources.
- Generate actionable insights and recommendations to improve customer engagement, campaign effectiveness, click-through rates, and overall digital performance.
- Translate business requirements into scalable SFMC solutions and recommend best practices for personalized customer journeys and audience targeting.
- Act as a consultant to business stakeholders by presenting insights, optimization opportunities, and data-backed recommendations in a clear and structured manner.
- Perform data analysis using Excel and other analytical tools to identify trends, gaps, segmentation opportunities, and engagement patterns.
- Build reports, dashboards, and performance summaries for stakeholders and leadership teams.
- Support audience segmentation, consent-based targeting, personalization strategies, and campaign optimization initiatives.
- Collaborate with cross-functional teams including business, brand teams, product teams, content, and operations to ensure seamless campaign execution.
- Ensure adherence to campaign governance, quality standards, compliance requirements, and operational processes.
- Identify opportunities for automation, innovation, and process improvements within digital marketing operations.
- Mentor junior team members and support knowledge-sharing initiatives within the team.
- Essential Requirements:
 - Bachelor's / Master's degree in Business, Technology, Engineering, Data Analytics, or related fields.
 - Overall, 3–7 years of experience in Salesforce Marketing Cloud (SFMC), Data Analytics, Campaign Operations, Digital Marketing Operations, or related Martech functions.
 - Strong understanding of working in a matrix and geographically dispersed environment, with the ability to collaborate effectively across business, technology, analytics, and operations teams.
 - Strong analytical mindset with proficiency in analyzing complex datasets using MS Excel, SQL, and SFMC reporting/data structures.
 - Skilled in presenting data-driven stories through dashboards, reports, charts, and presentations while clearly articulating business impact and optimization opportunities.
 - Strong communication, stakeholder management, presentation, and problem-solving skills with the ability to engage both technical and non-technical audiences.
 - Ability to work in a fast-paced environment and manage multiple priorities effectively.
 - Passion for staying updated with the latest trends in Salesforce Marketing Cloud, marketing technology, customer engagement strategies, analytics, and digital marketing innovations.
 - Healthcare / Pharma domain experience is preferred.
 - Salesforce Marketing Cloud Email Specialist certification is preferred, while exposure to Salesforce Data Cloud and AI capabilities will be considered an added advantage.
- Desirable Requirements:
 - Leadership & Soft Skills

- Should be able to communicate in Spanish
- Strategic thinker with an analytical mindset and strong problem-solving ability.
- Excellent communication, storytelling, and presentation skills.
- Ability to influence and work cross-functionally in an international matrix environment.
- Growth mindset, and ownership orientation.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here:

<https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook.

<https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>.

Role Requirements

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV_IM

Business Unit

Marketing

Location

LOC_IN

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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