




Sonu Kumar

Automation & CRM Specialist

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Technical Skills

Automation & CRM

Salesforce / HubSpot
Marketo / Pardot
Mailchimp / Constant Contact
EmailPush / SalesPush
Infinito

Social & Platforms

MoEngage
Hootsuite / Buffer

Development & Design

HTML / CSS
Photoshop
Email Template Design

Education

Diploma in CS

GJU, Hisar, Haryana
2011 – 2014

Languages

Hindi (Native)
English (Professional)

Professional Summary

Business Development Manager and Automation Specialist with 10+ years of experience in CRM management, email & push automation, and multi-channel campaign execution. Proven expertise in driving growth through structured workflows, audience segmentation, lead nurturing, and data-driven decision making. Strong background in MarTech tools, compliance standards, and cross-functional collaboration.

Professional Experience

Business Development Manager

May 2025 – Present

AlpineTech Business Solutions Pvt. Ltd.

- Spearheading automation-driven growth initiatives for client acquisition and business expansion.
- Leveraging 10+ years of expertise in CRM platforms, email marketing, and multi-channel campaigns.
- Exploring AI-driven automation, predictive analytics, and emerging MarTech solutions.
- Developing strategic partnerships and integrating sales & automation tools to streamline operations.

Executive Web Operations

2014 – 2025

Mosaic Digital (Subsidiary of HT Media Limited)

- Hands-on experience with automation platforms including Pardot, HubSpot, Mailchimp, MoEngage, and Constant Contact.
- Designed and executed high-impact campaigns using HTML, CSS, and Photoshop.
- Specialized in audience segmentation, workflow automation, A/B testing, and campaign performance analytics.
- Managed database hygiene and ensured compliance with data privacy regulations across regions.
- Collaborated with cross-functional teams and adopted AI-powered insights for optimization.

Core Competencies

Marketing Automation Strategy	CRM Management
Lead Generation & Scoring	Push Notification Workflows
Campaign Analytics & ROI	A/B Testing & Personalization
Cross-Functional Leadership	Data Privacy (GDPR)
Segmentation & Nurturing	Performance Tracking