

Sonu Kumar

Business Development Manager (Marketing Automation Specialist)

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Professional Experience

Executive Web-Operations | 2014 - 25

Mosaic Digital, a 100% subsidiary of HT Media Limited

Business Development Manager | May 2025 – Present

Alpinetech Business Solutions Pvt. Ltd.

- Spearheading marketing automation initiatives to drive business growth and client acquisition.
- Leveraging 10+ years of expertise in email marketing, CRM management, and multi-channel campaign strategies.
- Hands-on experience with tools like Pardot, HubSpot, MailChimp, MoEngage, and Constant Contact.
- Designing and executing high-impact campaigns using HTML, CSS, and Photoshop.
- Specializing in audience segmentation, workflow automation, A/B testing, and campaign performance analytics.
- Actively exploring AI-driven automation, predictive analytics, and evolving MarTech innovations to optimize client outcomes and internal processes.

Languages

- Hindi – Native
- English – Professional Proficiency

Education

Diploma in Computer Science | 2011 - 2014

GJU Hisar, Haryana

Technical Skills

- Proficient in marketing automation tools: Marketo, Pardot, HubSpot, MailChimp, EmailPush, SalesPush, Infinito, Constant Contact
- Experienced in push notification workflows (MoEngage) and social media tools (Hootsuite, Buffer)
- Skilled in email campaign management, lead scoring, and nurturing strategies
- Strong command of HTML, CSS & Photoshop for email/web design
- Hands-on with CRM management, data sync, and landing page development
- Expertise in audience segmentation, personalization, A/B testing, and analytics
- Knowledge of marketing attribution, ROI tracking, and workflow automation
- Familiar with GDPR, CAN-SPAM compliance, and data privacy best practices
- Collaborative leader with cross-functional team coordination and AI-powered insight adoption