AKSHAT GAUR

459, Dhauli Pyau Mathura, U.P, 281001   +91-9760516695   gaurh20@gmail.com   www.linkedin.com/in/akshatgaurmtc

Marketing Automation Specialist with hands-on experience on Cvent, Marketo, Brevo (SendInBlue), HubSpot, & Mailchimp for more than 4 years. Seeking to leverage broad development experience and hands-on technical expertise in a challenging role as a Marketing Automation Specialist.

PROFESSIONAL EXPERIENCE

B2B SalesArrow, Bangalore/Rajasthan
Event Tech Specialist 16, Sep 2023 – Present

- Created Events in Cvent from Scratch and handled the Event and its updates.
- Sent Invites to nominations of different registration types
- Managed reports in Cvent and handled dashboard of Events nominations
- Designed Invite Mailer templates for the Events using HTML and CSS
- Worked on Photoshop with PSD files and updated the PSD files, image size and added images to the PSD files.

RightWave InfoSolution Pvt. Ltd., NOIDA, UP
MarTech Consultant, May 2022 – August 2024

- Handled Bounce Management system and Lead scoring models
- Strategizing/Planning and managing execution/implementation of marketing campaigns for various global clients in APAC, North America and EMEA regions
- Worked on creating Email, Email Template, Landing Pages, Landing Page Template, Forms, Email Programs, Webinar& Nurture setup, Web-Page.
- Worked on multiple projects as POC, did 1-0-1 Client calls and handled projects smoothly
- Worked with team of 10 people and handled 6 different clients

Associate MarTech Consultant, May 2021 – April 2022

- Implementation of marketing campaigns for various global clients in APAC, North America and EMEA regions.
- Worked on creating Email, Email Template, Landing Pages, Landing Page Template, Forms, Email Programs, Webinar& Nurture setup, Web-Page.
- Worked on multiple projects as POC, did 1-0-1 Client calls.

EDUCATION

G.L.A University, Mathura, UP
Bachelor of Technology in Computer Science & Engineering (Cloud Computing and Virtualization), 2017-21

SKILLS

- Marketing Automation & CRM Tools: Marketo, Brevo (SendInBlue), HubSpot, Salesforce, Mailchimp
- Databases: SQL and Excel.
- Core Skills: HTML5, CSS, JavaScript, GitHub, Microsoft Excel, SQL, VS Code

PROJECTS

- Cvent – September 2024 - Present
- Marketo Email Template – May 2021 – August 2024
- Brevo (2021 – 2023)
- Mailchimp (2023-2024)
- Marketo and SFDC – July 2021 – August 2024

ACHIEVEMENTS

- Received Top Performer Award
- Received Smart Actor of the Month 3 times
- Received Smart Actor of the Year