



Arun Kumar

Senior Team Lead

HERE'S MY STORY:

I'm Arun, a dedicated professional with 10+ years of industry experience driving client success, managing client relationships, web development projects, and handling cross-functional teams. I have proven my ability to manage, lead and motivate teams, ensure project success, and leverage expertise in marketing automation platforms (Eloqua, SFMC, Pardot, Marketo).

WORK EXPERIENCE

Senior Team Lead (APEJ)

MARKETONE INDIA - ONEMARKETINDIA LLP | SEP 2020 - PRESENT

- **December 2023:** Promoted to Senior Team Lead (APEJ) Role

- **Client Management:** Manage client work to ensure billability, provide technical support, approve incident reports, ensure SLAs are respected, and account manage India-based clients to ensure smooth operations. This is in addition to Project Management and Team Management tasks from my previous role.

- **August 2022:** Promoted to Regional Team Lead (APEJ) Role

- **Project Management:** Manage all projects in the assigned region, act as the SPOC for internal stakeholders, assign work to the production team, and coordinate with other regional SPOCs for additional support if needed.
- **Team Management:** Train and provide backup plans for team members, ensure team satisfaction, and oversee team performance.

- **Sep 2020:** Joined as a Web Developer, responsible for creating and managing responsive HTML emails and landing pages

- **Technologies Used:** HTML, CSS, JavaScript, jQuery, AMPscript for SFMC.
- **Marketing Automation Platforms:** Oracle Eloqua Marketing Cloud, Salesforce Marketing Cloud, Pardot, Adobe Marketo

Jr. UI Developer

FREO | SEP 2017 - SEP 2020

- Worked as a creative UI/UX developer dedicated to building user-centric, high-impact responsive, and SEO-optimized websites for global clients.
- Mentored multiple people during their internship & for internal projects.
- **Technologies worked with:** HTML5, CSS3, SASS, React JS, jQuery, JavaScript, AMP (Accelerated Mobile Pages)

ASSOCIATE - Operations & Customer Intimacy

ORACLE FINANCIAL SERVICES SOFTWARE (OFSS)

- **Feb 2016 - Aug 2017:** Technical Operations and Customer Intimacy and Oracle University Certification Process
- **Feb 2014 - Jan 2016:** Customer Intimacy, Mortgage Process

ASSOCIATE - Customer Relationships

STERIA INDIA LTD. | FEB 2013 - OCT 2013

- Email Support for Thames Water, UK - Utility process

ASSOCIATE - Operations

IBM GLOBAL PROCESS SERVICES | SEP 2011 - MAR 2012

- Chat Process Operations for Amazon.com, USA

SKILLS

- Project Management
- Client Management
- Training & Development
- Team Building & Motivation
- Communication & Collaboration
- Problem Solving & Decision Making

TECHNICAL SKILLS

- Marketing Automation Tools: SFMC, Eloqua, Marketo, Pardot
- Microsoft Office Suite
- HTML5, CSS3, SASS, jQuery, JavaScript
- Git, GitHub and BitBucket
- Responsive Web Layouts
- Wire-framing & layouts
- API Integrations
- AMPscript for SFMC

LET'S CONNECT:

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LinkedIn: [linkedin.com/in/arunknair2226](https://www.linkedin.com/in/arunknair2226)

Twitter: <https://twitter.com/ArunkNairr>

EDUCATION

- **Master of Computer Applications (MCA)** From IGNOU | Jan 2012 - Dec 2014
- **B.Sc (Applied Electronics)** - From Delhi University | Jun 2007- July 2010