



# Arun Kumar

Senior Team Lead

## HERE'S MY STORY:

Results-oriented Marketing Team Lead with over 10 years of experience working across technical and non-technical domains. Proven track record of driving successful campaigns and building strong client relationships. Skilled in leveraging marketing automation platforms (Marketo, SFMC, Eloqua, Pardot) to optimize lead generation and nurture processes. Proven ability to manage cross-functional teams effectively, deliver projects on time, and exceed client expectations.

## WORK EXPERIENCE

### Senior Team Lead (APEJ)

MARKETONE INDIA - ONEMARKETINDIA LLP | SEP 2020 - PRESENT

#### Senior Team Lead (APEJ) | December 2023 - Present

- **Client Management:** Successfully managed client relationships, ensuring high levels of satisfaction and adherence to SLAs. Provided technical support, approved incident reports, and actively managed India-based accounts.
- **Project Management:** Led and oversaw complex projects across the APEJ region, acting as the primary point of contact for internal stakeholders. Effectively assigned tasks to the production team and coordinated with regional counterparts for seamless collaboration.
- **Team Management:** Provided training and development opportunities for team members, ensuring their satisfaction and overall performance. Developed and implemented backup plans to maintain operational continuity.

#### Regional Team Lead (APEJ) | August 2022 - December 2023

- **Project Management:** Managed a portfolio of projects within the APEJ region, ensuring timely delivery and meeting client expectations. Collaborated with internal stakeholders and assigned tasks to the production team.
- **Team Management:** Played a pivotal role in training and developing team members, fostering a positive work environment. Monitored team performance and implemented necessary improvements.

#### Web Developer | September 2020 - August 2022

- **Technical Expertise:** Proficient in HTML, CSS, JavaScript, jQuery, and AMPScript for SFMC. Developed and maintained responsive HTML emails and landing pages.
- **Marketing Automation:** Experienced in using Eloqua Marketing Cloud, Salesforce Marketing Cloud, Pardot, and Marketo to support marketing campaigns and lead generation initiatives.
- **Key Skills:** Client Relationship Management, Project Management, Team Leadership, Marketing Automation, Technical Proficiency (HTML, CSS, JavaScript, jQuery, AMPScript)

## GENERAL SKILLS

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

## TECHNICAL SKILLS

- Marketing Automation Tools: SFMC, Marketo, Pardot, Eloqua, HubSpot
- Microsoft Office Suite (Excel, Word, PowerPoint, Outlook, OneNote)
- HTML5, CSS3, SASS, jQuery, JavaScript
- Responsive Web Layouts
- API Integrations
- AMPscript for SFMC

## LET'S CONNECT:

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**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

## WORK EXPERIENCE

### Jr. UI Developer

FREO | SEP 2017 - SEP 2020

- Proficient in crafting visually stunning, user-centric websites that are optimized for performance and search engines.
- Mentored junior developers and guided interns on best practices in web development during the later part of my tenure.
- Skilled in HTML5, CSS3, SASS, jQuery, JavaScript, and AMP.
- Successfully delivered high-impact projects for global clients across various industries.

### ASSOCIATE - Operations & Customer Intimacy

ORACLE FINANCIAL SERVICES SOFTWARE (OFSS)

Technical Operations and Customer Intimacy | February 2016 - August 2017

- During this role, I was responsible for overseeing customer operations and played a pivotal role in ensuring smooth operations, resolving technical issues, and providing exceptional customer service. In the Oracle University Certification Process, I was responsible for addressing customer inquiries and resolving issues related to their examinations, scores, and other certification-related matters.

Customer Intimacy and Mortgage Process | February 2014 - January 2016

- In this position, I focused on cultivating strong customer relationships and supporting mortgage processes. I worked closely with clients to understand their needs, provide guidance, and ensure a seamless experience. My responsibilities included processing mortgage applications or addressing customer inquiries.

### ASSOCIATE - Customer Relationships

STERIA INDIA LTD. | FEB 2013 - OCT 2013

- **Email Support | Thames Water, UK**
- Provided exceptional customer service to Thames Water customers through email inquiries.
- Effectively resolved a wide range of utility-related issues, including billing inquiries, service requests, and complaints.
- Demonstrated strong problem-solving skills and in-depth knowledge of Thames Water's processes and systems.
- Adhered to strict service level agreements and maintained high customer satisfaction ratings.
- Contributed to the overall improvement of customer support operations through process optimization and feedback analysis.

### ASSOCIATE - Operations

IBM GLOBAL PROCESS SERVICES | SEP 2011 - MAR 2012

- **Chat Process Operations | Amazon.com, USA**
- Delivered exceptional customer service via real-time chat support, addressing inquiries and resolving issues for Amazon customers across the United States.
- Demonstrated strong communication and problem-solving skills, effectively assisting customers with a wide range of topics, such as order inquiries, product returns, account management, and troubleshooting technical issues.
- Maintained a deep understanding of Amazon's policies and procedures, ensuring accurate and efficient resolution of customer concerns.
- Contributed to a positive customer experience by providing clear, concise, and courteous communication in a fast-paced online environment.
- Met or exceeded performance metrics related to chat response times, customer satisfaction ratings, and resolution rates.