

LET'S CONNECT:

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GENERAL SKILLS

- Project Management
- Client Management
- Performance management
- Training & Development
- Digital Marketing Expertise
- Team performance metric tracking
- Communication & Collaboration
- Data Analysis
- Campaign Management
- Problem Solving & Decision Making

TECHNICAL SKILLS

- **Marketing Automation Platforms:** SFMC, Marketo, Pardot, Eloqua, HubSpot
- **Project Management Tools:** Jira, Asana
- **Microsoft Office Suite:** Excel, Word, PowerPoint, Outlook, OneNote
- **Data Analytics & CRM:** Google Analytics
- **Programming Language:** HTML5, CSS3, SASS, jQuery, JavaScript
- Responsive Web Layouts
- API Integrations
- AMPscript for SFMC



EDUCATION

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

Arun Kumar

Marketing Automation Team Lead

HERE'S MY STORY:

Results-oriented Marketing Team Lead with over 12 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 (SFMC, Marketo, Eloqua, Pardot) to optimize lead generation and nurture processes. Recently achieved Salesforce Certified Marketing Cloud Email Specialist certification, demonstrating expertise in email marketing best practices, message design, and data management. Proven ability to manage cross-functional teams effectively, deliver projects on time, and exceed client expectations.

WORK EXPERIENCE

Senior Team Lead

MARKETONE INDIA - ONEMARKETINDIA LLP | SEP 2020 - PRESENT

Team Leadership and Management:

- Leading and managing a marketing automation team of 15-20 members in India.
- Providing ongoing support, training, and guidance to address team members' questions and facilitate their professional development.
- Conducting performance reviews to ensure adherence to KPIs and adjusting roles as needed.
- Facilitating regular team meetings to ensure clear communication, alignment on goals, and collaborative problem-solving.
- Developing and implementing team onboarding and training programs to ensure new members quickly integrate and become productive.
- Establishing and monitoring team performance metrics to track progress and identify areas for improvement.
- Resolving team conflicts and addressing performance issues in a timely and effective manner.
- Acting as a point of escalation for team members, providing guidance and support for complex issues.
- Planning and allocating team resources effectively to meet project deadlines and business objectives.
- Identifying and advocating for team training and development opportunities to enhance skills and stay current with industry trends.
- Contributing to strategic workforce planning by identifying future team needs and skill gaps.
- Acting as a liaison between the team and other departments, ensuring effective communication and collaboration.
- Suggesting possible bonus, promotions to the management to be given to the team.
- Participate in the interview panel, contributing to the selection of qualified candidates for the company.

Campaign Operations and Project Management:

- Overseeing and guiding the team in campaign operations and project management, likely utilizing SFMC, Marketo, Pardot and Eloqua.

Collaboration and Communication:

- Collaborating with US-based marketing automation leaders to analyze business requirements and develop effective solutions within SFMC.
- Proficient in Pardot, Marketo, and Eloqua, enabling versatile marketing automation solutions.

Marketing Automation Expertise:

- Utilizing in-depth knowledge of Salesforce Marketing Cloud to understand and optimize custom processes, features, and capabilities.
- Overseeing and supporting the team's use of SFMC for lead management, email marketing, campaign operations, and platform management.

WORK EXPERIENCE

Jr. UI Developer

FREO | SEP 2017 - SEP 2020

- Responsible for creating highly effective email and marketing templates and landing pages.
- Crafted 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, and JavaScript
- 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.