

Arun Kumar

Regional Manager - Marketing Cloud

LET'S CONNECT:

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GENERAL SKILLS

- Project Management
- Client Management
- Resources & Team Management
- Digital Marketing Expertise
- Team Building & Motivation
- 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

HERE'S MY STORY:

Customer-focused professional with 10+ years of experience building client relationships, driving adoption, and delivering measurable results across global markets. Skilled in managing enterprise accounts, leading cross-functional teams, and identifying opportunities for retention and growth across global accounts. With a strong background in marketing automation (SFMC, Marketo, Eloqua, Pardot) and a Salesforce Marketing Cloud certification, I bring a data-driven approach to customer success and a passion for turning clients into long-term advocates.



WORK EXPERIENCE

Regional Manager - Digital Production, India

MARKETONE INDIA - ONEMARKETINDIA LLP | SEP 2020 - PRESENT

December 2025 - Present

- **Client Management:** Acted as regional SPOC for clients, ensuring SLA compliance, approving incident reports, and providing technical support before leadership escalation.
- **Project Management:** Led multiple regional projects end-to-end, managing delivery, billability, and stakeholder coordination.
- **Resource Management:** Balanced team workloads, optimized utilization, and coordinated cross-region support as needed.
- **Team Management:** Managed team operations including mentoring, training, leave/WFH planning, feedback sessions, and recognition initiatives.
- **Operational Excellence:** Ensured adherence to processes and maintained up-to-date documentation across all regional clients and projects.
- **Cross-Regional Collaboration:** Partnered with other Regional Leads to drive alignment, efficiency, and seamless delivery.
- **Team Satisfaction & Continuity:** Maintained team satisfaction and operational continuity through structured backup planning and proactive people management.

Senior Team Lead (APEJ) | December 2023 - December 2025

- Managed client relationships, ensuring SLA compliance, high customer satisfaction, technical support delivery, and approval of incident reports for India-based accounts.
- Led complex projects across the APEJ region, serving as primary point of contact for stakeholders, assigning tasks to production teams, and coordinating with regional leads.
- Directed team management initiatives including training, development, performance support, and backup planning to ensure delivery continuity.
- Ensured operational continuity by implementing structured backup and risk mitigation plans to sustain productivity during disruptions.
- Supported hiring and retention efforts through candidate evaluation, workforce planning, and effective resource budget management.

WORK EXPERIENCE

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 Development Support:** Continued to support the team with web development projects by training individuals on technical aspects of web development, fostering skill enhancement and project success.

Web Developer | Sep 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)

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 | Utility Domain Client, UK

- Provided exceptional customer service to our client's 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.