



# AWID SHAH

Agra, U.P.

9358741883 | awidshah891@gmail.com

 [www.linkedin.com/in/awid-shah-07856a](https://www.linkedin.com/in/awid-shah-07856a)

## PROFESSIONAL SUMMARY

CRM and Marketing Automation Specialist with 11 years of experience in driving successful digital marketing strategies. Expertise in using Eloqua, Marketo, SAP Emarsys, Adobe Campaign Classic, and HubSpot. Proven track record in increasing customer engagement, optimizing campaigns, and improving ROI. Certified in Email Marketing, Marketing Automation, and Inbound Strategies.

## CORE COMPETENCIES

Marketing Automation Campaign Email Marketing: Campaign Planning, Execution, A/B Testing, Deliverability Management - Customer Journey Optimization: Journey Builder, Workflow Automation, Cross-Channel Marketing - Data Analysis: Performance Metrics, ROI Analysis, Conversion Optimization - Technical Skills: HTML, CSS, CRM Configuration, Segmentation, Targeting - Project Management: Strategy Development, Execution, Team Collaboration

## PROFESSIONAL EXPERIENCE

### Fable Service pvt Ltd

June-2023 - Till Date

Sr. Marketing Associate

Led CRM operations, managing journey builds, campaign management, and digital strategy execution. Developed a marketing automation strategy that increased campaign ROI by 20% and conversion rates by 3-4%. Executed multi-channel campaigns across email, SMS, and push notifications, optimizing customer interactions. Designed complex workflows and personalized customer journeys using advanced automation tools. Conducted A/B testing and performance analysis to continuously improve campaign effectiveness.

### Infosys BPM Ltd.

Oct-2015 - Jun-2023

Process Specialist

Email Marketing Specialist.

Developed CRM strategies using segmentation and targeted communications to drive users through the marketing funnel.

Managed and optimized journey-based campaigns, ensuring consistent performance improvements. Conducted campaign analysis, reporting on performance metrics, and identifying opportunities for growth. Executed high-impact marketing programs within automation tools, focusing on customer engagement and conversion.

Maintained high deliverability rates and database segmentation for targeted marketing.

### Alankit Assignments Ltd.

Jun-2012 - Oct-2015

Trade executive

Managed trade transactions in the Capital Market, ensuring accurate and timely execution.

## SIGNATURE PROJECTS

**Blackrock:** Implemented Eloqua to enhance email marketing and CRM efforts.

**Broadcom:** Deployed Marketo to improve cross-channel marketing automation.

**BBH (Brown Brothers Harriman):** Utilized SAP Emarsys to optimize customer engagement strategies

## EDUCATION

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**SKKIM MANIPAL UNIVERSITY**

2014

MBA- Marketing and Finance

**Dr. BR Ambedkar University, Agra**

2009

BA- Political Science

## CERTIFICATIONS

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**HubSpot Certified:** Email Marketing, Marketing Automation, Inbound Strategies