Vishal Dattatray Suradkar

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Professional Summary:

A seasoned marketing automation expert with 8 years of hands-on experience, adept at building, maintaining, and enhancing campaigns and workflows to achieve desired outcomes. Demonstrates a talent for innovative ideation and quick adaptation to emerging technologies and methodologies, along with a strong dedication to hard work. Skilled in both independent and collaborative team environments.

Certification:

IBM Watson Campaign Automation 2018 - Technical Expert

Skills:

Tools	MCAE (Pardot), Marketo, Acoustic & Unica
CRM	Salesforce CRM
Technology	HTML, CSS & SQL
Project Management	Teamwork & Wrike

Work Experience:

Process Lead, 09/2021 to Till Date

Capgemini Technology Services India Ltd. - Mumbai

Roles & Responsibilities:

- Develop and implement comprehensive email nurture, marketing campaigns, and landing page strategies aligned with business goals.
- Create various assets, including email templates, forms, form handlers, autoresponders, landing pages, and automation rules.
- Build and maintain target audience segmentation lists on Pardot.
- Identify gaps in the Pardot dataset and work to fill them.
- Work closely with other paid campaign managers to help effectively track the audience seamlessly using Pardot custom redirects.
- Provide necessary support and required data from Salesforce to Campaign Strategists for monthly campaign reporting.
- Monitor campaign performance (opens, clicks, bounces, & opt-outs) in real-time through Salesforce, analyze data, and make data-driven optimization decisions.
- Maintain a robust reporting system to track key email and landing page metrics and deliver insightful reports to stakeholders.

- Design and maintain comprehensive Salesforce dashboards to visualize campaign performance and associated opportunities influenced across the 120 Account-Based Marketing (ABM) accounts.
- Build Salesforce reports and dashboards to track leads, contacts, accounts, and opportunities generated from events or webinars.
- Present campaign data and findings in a clear, concise, and compelling manner to stakeholders.
- Build a month-on-month / quarter-on-quarter view of how we are making progress.
- Implement email marketing best practices to continuously improve customer engagement and loyalty through personalized and targeted email communication.
- Share new ideas and identify best practices to develop and improve internal processes and workflows.
- Drive internal sessions for stakeholders to introduce them to the latest Pardot and Salesforce updates.

Service Delivery Ops Analyst, 11/2019 to 08/2021

Accenture Solutions Pvt. Ltd. - Mumbai

Roles & Responsibilities:

- Delivery of newsletters, webcasts/webinars, event invitations, and survey emails to clients' customers.
- Efficient project management utilizing Wrike.
- Assistance in building marketing momentum and achieving remarkable ROI through streamlined processes and data-driven campaigns.
- Comprehensive support throughout the email campaign process, including planning, building, and execution.
- Creation of various email campaigns such as promotional newsletters, lead nurture surveys, educational webcasts/webinars, and lead generation events.
- Development of landing pages and webforms for gated content and lead generation.
- Proficiency in HTML source code modification, Marketo snippet/module creation, and implementation of personalization and dynamic content using Velocity Script.
- Expertise in setting up smart list logic for data extraction and uploading into Marketo.
- Conducting unit testing and obtaining approvals before scheduling email campaigns for targeted audiences.
- Performing A/B testing as per project requirements.
- Service coverage across regions including APAC, EMEA, North America, and South America.
- Provision of detailed analytics reports to project owners after 3 days and 21 days of email campaign deployment.
- Commitment to delivering high-quality services and exceeding client expectations.

CRM Consultant, 07/2018 to 04/2019

Xerago - Navi Mumbai

Roles & Responsibilities:

- Facilitate integration from Unica to Acoustic platform.
- Download and manage all Promotional and Transactional Email Templates.
- Import templates into Acoustic platform and customize as needed.
- Modify existing flowcharts to accommodate the transition from eMessage Process Box to eMail Process Box.

- Assist clients in building marketing momentum and achieving remarkable ROI through streamlined processes and data-driven automated campaigns.
- Provide end-to-end support, including requirement analysis and plan design for all templates.
- Create and manage databases, relational tables, and queries.
- Develop mailing templates, landing pages, and forms.
- Implement email personalization and dynamic content strategies.
- Establish field mapping and capture responses for landing pages and webforms.
- Integrate Acoustic with Unica platform for seamless operation.
- Generate reports to track email campaign performance.
- Configure existing flowcharts in Unica by creating replicas and replacing eMessage Process Box with eMail Process Box.
- Import email templates from Acoustic and ensure proper field mapping using Extract, Derived fields, and user variables.
- Conduct testing in User Acceptance Testing (UAT) and Production environments, ensuring successful execution and proper response capture in SQL databases.

Software Engineer, 07/2015 to 12/2017

SkyLex Technologies Pvt. Ltd. (Formerly InboxOps Systems Pvt. Ltd.) - Pune

Roles & Responsibilities:

- Develop customer journey programs focusing on Redeem Rewards, Membership Renewal, and Notifying inactive customers.
- Create campaigns with prior notifications at intervals of 7 Days, 15 Days, 30 Days & 45 Days via SMS and Email channels.
- Provide continuous support to clients, aiding in building marketing momentum and achieving significant ROI through streamlined processes and data-driven automated campaigns.
- Analyze Business Requirements Documents (BRD) and develop or modify Automated Programs for Email/SMS channels to meet Customer Journey objectives.
- Manage Acoustic user accounts, including New User Creation, User Access permissions, Org Admin Access, and Reports Access.
- Create and customize databases, queries, email/SMS templates, landing pages, and web forms, integrating personalization and dynamic content.
- Assist new Acoustic users with onboarding and troubleshooting.
- Generate reports using Acoustic and conduct walkthroughs for the Business Team.
- Address and escalate issues raised by the Business Team regarding Acoustic to the IBM Support Team, ensuring timely resolution.
- Perform monthly housekeeping/purging activities on Acoustic to maintain data integrity.
- Monitor Response Database to ensure responses are accurately updated in the backend via MSSQL Server.
- Monitor Recurring Jobs scheduled for updating Acoustic DB with new data files, ensuring smooth operations.

Education:

Masters in Computer Application (MCA) - 2014

Sant Gadge Baba Amravati University, Amravati, Maharashtra, India.

Personal Details:

Date of Birth: 23 March 1990.

Gender: Male.

Marital Status: Married.

Languages Known: English, Hindi, and Marathi.