Ranjit K Rajan

Dynamic marketing professional with 8+ years of experience in event management, service delivery planning, and quality analysis. Renowned for exceptional negotiating skills, and strategic marketing acumen. Proven to be a good leader and mentor with a track record in managing customer-centric operations, ensuring superior customer satisfaction, and achieving business objectives. Expertise in digital marketing, project management, and marketing automation tools (Marketo, ON24, Dynamics 365). Adept at liaising between clients and teams, analyzing data for performance enhancement, and implementing effective marketing strategies to drive growth and maximized ROI.

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Experience

Nov 2022 - Present

Responsible With Process (Service Delivery Planner)
HCL Technologies Romania

- Working as a liaison between Requesters/Marketing Coordinators and the marketing execution team. Currently serving 3 Areas i.e. India CEMA and Germany.
- Perform in-depth issue-based analysis on complex and diverse emerging risks of the project and prepare a detailed report for senior leadership.
- Coordinating with SMEs to audit past-created events and identify errors can be a huge risk. Based on the risks, prepare event training manuals/refresher guides to eliminate errors while creating events in the future.
- Collaborate with international functional teams for the resolution of tool-caused issues involving the risk of ongoing events.
- Assessing process-related activities and reviews on critical processes, performing root cause analysis, and facilitating corrective action/remediation for any escalations received from clients.
- Managing the daily requirements and queries of clients/stakeholders about the various Service Lines like Events, Email, and Data within the denned SLAs and resolving the issues raised on various platforms.
- Responsible for onboarding new Areas/Subsidiaries and providing knowledge transfer to the rest of the team members.
- Work closely with Marketers to help them understand the organization's service offerings, providing database, digital, and marketing consultation on how those services can be used to optimize campaigns.
- Resolve and manage escalations/ issues when they arise.
- Analyzing the data with the help of a Power BI dashboard and monitoring various KPIs which can help in improving the performance.
- Providing the report and analysis to the management on the monthly performance of Service Delivery Planners.
- Mentoring, coaching, and training team members in skills, methods, tools, and techniques necessary for the process.
- Participating in various UATs and providing continuous feedback on process and execution improvements.

Jun 2020 - Oct 2022

Quality Analyst
HCL Technologies India

- Managed end-to-end execution of event requests by managing email deployments, campaigns, and registration pages via various tools like Marketo, Certain On24, and Dynamics 365.
- As a team lead of the Events team, I was responsible for the timely delivery of every request with utmost quality and helping the team resolve day-to-day queries either technical or from the requesters.
- Was responsible for conducting training for new joiners.
- Served as primary POC for events of business areas MEA and India.
- Working with the Microsoft Team to gather requirements and then build, execute, and automate marketing campaigns that are timely & relevant to the recipient to maximize ROI
- On-boarding new Projects and Services for Marketing automation and Coordinate with the Process team to create a workflow for the new process and provide a download to the team.
- Conducted regular analysis of team performance metrics and provided actionable insights to optimize the annual output.

Nov 2016 - May 2020

Senior Analyst
Wunderman Thompson

- Work closely with the Microsoft team to ensure quality execution of Marketing Campaigns.
- Work on marketing automation tools i.e. Marketo, ON24, and Certain to deliver on Microsoft requirements.
- Coordinate with stakeholders to acquaint them with the requirements.
- Experience in leading the team by managing end-to-end operations (report generation, Queue Management, Query resolution).
- Also Working as a Subject Matter Expert (SME) for tools like Marketo, ON24, and Certain.
- Work with the agency to ensure seamless work between the team and stakeholders.
- Formulate and implement a comprehensive marketing strategy to ensure the success of campaigns.
- Performing Quality Checks for the Campaigns for delivering them to the requesters and its owners.
- Creating a few measures to eliminate errors at a preliminary stage.
- Gain a deep understanding of consumer behavior through analytics and present it to Microsoft.
- Monitor the end-to-end process of Lead Nurturing through marketing automation tools.
- Prepare reports/dashboards and present them to stakeholders.
- Administer and manage the delivery of the project as per the pre-denned SLA.
- Drive onboarding of new projects.
- Develop and implement a multi-channel marketing strategy to penetrate awareness the Microsoft events.
- Was responsible for managing and distributing the tasks within the team.
- Preparing the task's workflow and analyzing its current workforce.
- Was an integral part of training and development by providing them the solutions to make the process and workflow streamlined.

Aug 2015 - May 2016

Marketing Executive
Loot100.Com

- Plan and strategize the core of digital marketing and create a blueprint for the course of action to achieve overall organizational goals
- Monitoring Google Analytics and online campaigns for assessment of traffic and conversion
- Increased revenue by optimization of campaigns and bargaining with affiliates for best campaigns.
- Managing marketing affiliate accounts like Amazon, Flipkart, and Snapdeal.
- Managing online e-commerce website i.e. loot100.com
- Uploading Coupons and updating live contests ons the website
- Responsible for running digital activities including Content Management, Email Marketing, and Social Media Optimization (SMO)
- Generating sales via the e-commerce store and running digital programs to get quality leads

Education

2013 - 2015

MBA
Bharati Vidyapeeth Pune

2010 - 2013

BBA   C.B.S.E
Guru Gobind Singh Indraprastha University

2009 - 2010

Senior Secondary Class XII
C.B.S.E

2006 - 2007

Class XII Class X

Delhi

Languages

English, Hindi, Malayalam

Skills

Problem Solving
Critical Thinking
Project Planning &
Implementation

Collaborative
Critical Thinking
Marketo

Flexible & Adaptable
Project Management
On24

Thought Leadership
Client Servicing
Dynamics 365