



# Neeraj Singh

MARKETING  
AUTOMATION  
EXECUTIVE

## ABOUT ME



Marketing Automation Specialist with 3 years of experience in Eloqua and HubSpot, proficient in tools such as Marketo, Pardot, Klaviyo, and Salesforce. Expertise includes creating workflows, campaigns, reports, lead generation, contact database management, third-party integrations, and custom API integrations.

## CONTACT



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**DOB:**  
21/04/1998

## SKILLS



92

Email  
Campaigns

90

Marketing  
Automation

86

HTML/ CSS

88

Data Analysis &  
Reporting

86

Javascript

90

CRM Management

## EXPERIENCES

### Marketing Automation Specialist

May 2023 - Present

#### Wits Innovation lab | Mohali

Manage Eloqua and HubSpot platforms to drive lead generation, execute campaigns, workflows, third party apps integration, custom integration through APIs and provide data-driven insights. Oversee client communication, strategic planning, and project management while ensuring platform efficiency and team support.

### Marketing Automation Executive

Oct 2022 -May 2023

#### Third Eye Automation I Noida

Proficient in CRM systems including Eloqua, HubSpot, Pardot, Marketo, Mailchimp, and Salesforce, with experience in campaign management, landing page and form creation, workflows, performance reporting, lead generation, and all marketing automation activities.

### Marketing Trainee

Oct 2021 - Oct 2022

#### The Smarketers I Hyderabad

Contributed to campaign planning and execution for clients, collaborating across multiple clients and digital platforms. Specialized in SEO and outreach, utilizing tools like HubSpot, Eloqua, Klenty, Sendinblue, Elastic Email, and Mailchimp for email campaigns and CRM management.

### Summer Intern

May 2018 - July 2018

#### CSIR-CSIO I Chandigarh

Work on various types of sensor, microprocessor and help the scientist on their ongoing research.  
Project:- Open source hardware based data acquisition system

## EDUCATION

### MBA

2020 - 2022

#### HLM College (AKTU) I Ghaziabad

Marketing & Finance, Percentage 79.5%

### B.tech

2016 - 2020

#### Niet (AKTU) I greater Noida

Electrical & Electronics, Percentage 72.8%



## Projects

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### ➤ Klaviyo to Hubspot Migration

Successfully led migration projects for Dupont Registry, copying all assets including landing pages, forms, emails, workflows, configuring lead scoring, creating custom objects, managing product data, developing custom modules, and importing contacts.

### ➤ Hubspot to Eloqua Migration

Successfully led migration projects for Keysight Technologies, copying all assets including landing pages, forms, emails, workflows, configuring lead scoring, and contact imports.

### ➤ Calendly and Eloqua Landing Page Integration

Integrating Calendly with Eloqua landing pages so that each account manager can share their meeting link with company branding, allowing customers to connect with sales representatives based on their country.

### ➤ iFrame and Enable IDP on Eloqua landing page

- Developed an Eloqua landing page with an iframe that integrates an external public link, executing a script for authentication against the Identity Provider (IDP) to ensure secure access upon successful login.

### ➤ User interactive page to update info in Salesforce & Eloqua

Developed a user-interactive page for users to update their profile information and pictures, synchronizing updates with Salesforce, Eloqua CDO, and the Eloqua image library. The page supports rich text paragraphs for dynamic content integration.

## Marketing Skills & Tools

- Marketing Automation, CRM Management, Lead Generation, Email Campaigns, Data Analysis & Reporting, Landing Page & Form Creation, Project Management, API & Third-Party Integrations, Client Communication, Platform Migrations, Team Training & Support
- Account Based Marketing, Inbound Marketing, Social Media Marketing, Email Marketing, SEO,
- Tools:- Eloqua, Marketo, Pardot, Mailchimp, Salesforce, Klenty, Hubspot, Elastic Mail, Sendinblue, Google Analytics, Canva, Wordpress, Postman

## Certification

- Intern at Roquette India Pvt Ltd
  - Intern at CSIR-CSIO
  - 6 Months Industrial Automation Training at Sofcon India Pvt Ltd.
  - Email Marketing, Inbound Marketing, Digital Marketing, Content Marketing, SEO & Hubspot Marketing software certified, Google Analytics.
  - Several Volunteer and Coordinator Certificate in Event Of College.
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