POOVARASAN

Marketing Automation Consultant

+91 866 765 8485

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Coimbatore

SUMMARY

Skilled in leveraging advanced marketing automation tools, including Marketo and Salesforce Marketing Cloud (SFMC), to design, execute, and optimize impactful email campaigns that drive engagement and conversion. With over 6 years of hands-on experience in utilizing these platforms, I excel in crafting personalized messaging and strategic workflows that nurture leads and enhance customer relationships.

EDUCATION

Jansons Institute Of Technology

BE in Computer Science & Engineering
2010 – 2013

Laxmi Narayana Polytechnic College

Diploma in Computer Technology
2007 – 2010

TECHNICAL SKILLS

- Marketo
- Salesforce Marketing Cloud (SFMC)
- CVENT
- HTML & CSS
- Bootstrap
- WordPress (CMS)
- JIRA

CERTIFICATIONS

- Marketo Certified Professional
- Marketo Expert

LANGUAGES

- English
- Tamil
- Kannada

PROFESSIONAL EXPERIENCE

Marketing Automation Consultant

MarketOne LLP | Feb 2022 – Sep 2024

- Designed and executed targeted marketing programs, including email campaigns and webinars.
- Created effective landing pages and forms to capture leads and improve engagement.
- Conducted A/B tests on emails, landing pages, and CTAs to optimize messaging and increase campaign success.
- Worked on setting up drip campaigns and scheduling it for multiple time zones in Marketo.
- Tracked key metrics like open rates, click rates, and unsubscribes using Marketo analytics.

Associate Marcom

VWR Lab Products Pvt Ltd | May 2017 – Feb 2022

- Designed and executed email campaigns to drive engagement, ensuring alignment with marketing goals and brand messaging.
- Utilized Marketo's segmentation tools to target specific audiences, tailoring content to enhance relevance and improve open and click-through rates.
- Designed and managed landing pages using the CMS tool OpenText to enhance user experience and drive conversions.
- Created and added targeted banners on the landing pages to boost conversions.

UI Developer

Shamala Tech | May 2014 – May 2017

- **Website Development:** Designed and built responsive websites using HTML, CSS, and Bootstrap, ensuring optimal user experience across devices.
- **Technical Support and Maintenance:** Provided ongoing website maintenance, troubleshooting issues, and ensuring site security and updates.