

# Karthik Pitchaiguru – Marketing Automation– CRM Marketing Developer

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**Marketing Automation– CRM Marketing**  
Karthik.lnu@cognizant.com

**Years of Experience:** 3+ Years

**Education:**

- Bachelor (Computer Science & Engineering)

Marketing Automation expert with 3+ years of experience in integration and Campaign Management projects for Marketing Automation. Working as a developer with extensive hands-on experience and implementation understanding on Cross Channel Campaign Management, Marketing Operations and Analytics.

**An Expert on**

- **Eloqua: Integration and Marketing Campaign Automation.**

Key Modules worked on in –

**Oracle Eloqua** include:

- In Eloqua creating and managing marketing assets like Emails, Landing Pages, Forms, etc.
- Eloqua Marketing Campaign Implementation, Email Marketing, Landing Pages and Forms.
- Eloqua API integration using REST and BULK API & Insight and Custom reporting.
- Program builder setup and CDO services

**Areas of specific execution expertise include:**

- Web designing skills to create responsive emails and webpages for marketing campaigns.
- Expertise in setting up complex nurture campaigns or multi channel touchpoint campaigns.
- Customized tracking page implementation to study the customer behavior across multiple channels.
- Creating automation programs, setting up lead score models and implementing Eloqua cloud connectors as per business needs.

**Area of technical expertise includes:**

- **Tools & Utilities:** Oracle Eloqua , Oracle Sales cloud
- **Language:** HTML, JavaScript, python
- **Certification :** Oracle Eloqua CX Marketing 2020 Certified Implementation Specialist