Saravanakumar N
Marketing Automation Specialist

Campaign Specialist with 6.3 years of success driving profits, quality, and innovation in the email channel. In depth knowledge of campaign management, lifecycle marketing, channel metrics, and analytics.

SKILLS

- Expert in **Oracle Eloqua**.
- Good in **SFMC Email specialist**
- Excellent in **Campaign management**.
- Expert in **Segmentation**.
- Good in **Email Marketing**.
- Good in Implementing & Managing **Email Marketing Campaigns**.
- Good in Marketing Automation.
- Expert in **HTML, CSS, JavaScript** – Emails and Landing pages.
- Expert in the **Campaign performance report**.
- Good in **Email Studio & Content Builder.**
- Good in **AMPScript**.
- Excellent in **Journey Builder**.
- Good in **Quality assurance**
- Excellent Team handling skills.
- Good in Progress report of online marketing Campaigns.
- Excellent smart work capability, instead of hard work.
- Good in communication skills.

WORK EXPERIENCE

Associate Marketing Automation
Ingram Micro India SSC Private Limited

May 2021 – Present   *Chennai*

Achievements/Tasks

- Working with multiple resellers to reach out through various campaign deployments to promote their products and support using the Oracle Eloqua tool.
- Creating B2B Campaigns and customized workflows as per client requirements
- Creating B2B Landing pages for Events, Webinars, and downloading assets.
- Analyze email campaign results including the audience, offers, creative, deliverability, open rates, click-through rates, and conversion.
- Contribute to the email strategy and the hands-on execution of campaigns while closely tracking and analyzing customer engagement activities.
- Generating Reports and Insights as per requirements.

Marketing Technology Specialist
Verticurl Marketing Private Limited

Nov 2016 – April 2021   *Coimbatore*

Achievements/Tasks

Oracle Eloqua:

- Manage the email marketing strategy for the company that includes planning, email creatives & content, audience segmentation, testing, deployment, delivery and reporting of metrics.
- Responsible for developing complex campaigns, programs, webpages (LP) and emails which support in all platforms that give users a rich internet experience.
- Designed custom email campaigns through Photoshop and Dreamweaver (CSS, HTML) and ensure each email is deliverable with approved spam scores.
- Build and manage customer experience campaigns across business verticals
- Responsible for multi-channel (email, sms, app notifications etc) marketing program development and execution, including segmentation, testing, and deployment, and continually evaluate these for improvements.
- Maintain Marketing Automation integration with CRM and assist in the integration of additional platforms into the marketing automation software
- Understand and evaluate campaign metrics and distribute campaign performance to the marketing team.
- Work with management to define KPIs, create reporting, analyze campaign performance.
- Create recommendations to improve campaigns continuously.
- Manage marketing automation efforts and processes, proactively researching and implementing the latest best practices, strategies, and industry standards
- Plan and perform A/B testing to define and execute enhancements to productivity, conversion rates, programs/campaign ROI, and sales growth

SFMC Email specialist:
- Working closely with marketing teams to get the requirements to code with responsive Emails in salesforce email marketing cloud(Exact target).
- Responsible for technical coordination including email QA in html, writing SQL query and AmpScript logic and leveraging assets to build and deploy email campaigns.
- Designed custom email campaigns through Photoshop and Dreamweaver (CSS, HTML) and ensure each email is deliverable with approved spam scores.
- Used HTML, CSS, AMPScript and other technologies to build customized solutions that support critical business functions.
- Managed ExactTarget / Marketing Cloud implementation for a large enterprise, including multiple business units as well as troubleshooting and user support.
- Developed and Executed of marketing campaigns using Marketing Cloud apps such as Email Studio, Automation Studio, and Journey Builder.
- Experienced in marketing automation processes and campaign management.

PROJECTS HANDLED

- **Intel** - Japan, China, Korea, Taiwan, India & Singapore
  (Email, landing page, form creation, Campaign management, Webinar & Event management & Reporting)

- **Cisco Commit** - USA
  (Email, landing page, form creation, Campaign management & Event management & Reporting)

- **Marks & Spencer -** UK
  (Email studio, content builder & Journey Builder)

- **Thermo Fisher**, China
  (Email, landing page & form creation)

CERTIFICATES

- ❖ Oracle Eloqua CX Marketing 2022 Certified **Implementation Professional**
- ❖ Salesforce Marketing Cloud **Email Specialist**

EDUCATION

B.E (Computer Science Engineering)
Info Institute of Engineering

08/2012 – 04/2016   *Coimbatore*

High School
Swathanthra Higher Secondary School

08/2012 – 04/2016   *Coimbatore*

PERSONAL DOSSIER

- Date of Birth: -   **30th March 1995**
- Gender: -   **Male**
- Marital status: -   **Married**
- Nationality: -   **Indian**
- Languages Known: -   **English, Tamil**
- Contact Number: -   **+91 6380764306, +91 9524283549**
- Mail ID: -   **saravana30.3.1995@gmail.com**
- Address: -   **D.NO 3/38 Complex VIP Nagar, Kondayampalayam Post, Coimbatore, India.**

Place: Coimbatore   **Saravanakumar. N**
Date :   **(Signature)**