

Sabarinathan Kumaresan

Martech Consultant/Application Integration Engineer

Contact

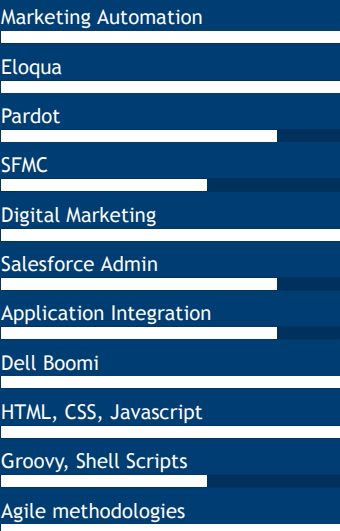
Address
Coimbatore, Tamilnadu, 641021

Phone
+919597978923

E-mail
er.sabarinathan@live.com

LinkedIn
<https://www.linkedin.com/in/sabari-nathan-51784260>

Skills



Certifications

Dell Boomi Integration Developer

Oracle Eloqua B2B Luminary 2019

Oracle Eloqua B2B Masters 2019 & 2018

Education

2008-2012

Bachelor of Engineering: Computer Science And Engineering

Hindusthan College Of Engineering And Technology - Coimbatore

- Graduated with 7.61CGPA

Hobbies

Cricket

Chess

Swimming

Social activities

Environmentalism

A Martech Specialist with decade of experience in IT industry and deep understanding of below listed stack:

- 7+ years of experience in Marketing Automation platforms Eloqua, Pardot and SFMC. Specialised in Email Marketing, Lead life cycle management, Campaign management, Database management, CRM Integration, Salesforce Admin, Implementation, Administration, Troubleshooting, Analytics and reporting.
- 2+ years of experience in Data Engineering, Boomi and Adtech. Specialised in various Adtech/martech application integrations.
- 5+ years of experience in Website design, Web application development, Responsive Email/LP development, Event management and Automation.

Work History

Technical Product Manager 2019/10 - Current
PayPal, Bengaluru

- As part of Martech team, Go-to-Person for B2B Marketing Automation and Application Integration related usecases.
- Advising the best practices to operations team, provide training and Marketing Automation administration > Platform Enhancement, Email deliverability, CRM integration, Data management and integration, Operation management and User management.
- Working closely and collaboratively with the stakeholders and engineers to automate full end to end Martech/Adtech funnel.
- Engineer a robust and scalable MarTech stack that will power the Marketing Engine Pipeline by integrating end-to-end marketing/advertising technology products.
- Research and recommend new marketing technology products that aligns to Marketing business goals.
- Developing the various inbound and outbound connectors for both Adtech and Martech via Boomi. Here is the list of live omnichannel connectors:
 - Inbound connectors:** Preference management(GDPR) Integration, Customer Data Platform Integration, Social media(Facebook, LinkedIn, Google) adforms/SFTP leadgen pipeline, Digital Spend(Funnel.io), Non-digital Spend(Radio, TV, Offline Advertising).
 - Outbound connectors:** LinkedIn/Facebook/Twitter/Snapchat/Verizon/Google audience Pipeline for adtech. Campaign manager 360 - Offline conversion.

Senior Software Engineer 2016/09 - 2019/09
Ness Technologies, Bengaluru

- Working closely with the stakeholders and help them to achieve their marketing goals.
- Setup and manage the lead life cycle, Salesforce campaign management and Salesforce administration.
- Developing the responsive email and landing page assets based on the style guides provided by clients.
- Build and execution of various marketing campaigns like Events (Webinar and Seminar), Nurture, Demand generation, Newsletter, Branding, Offers and promotions.
- Segmentation, Eloqua Administration and managing the contact database of Eloqua.
- Configuring the forms, Custom data object, Web data lookup, Event management and Program.
- Creating the applications using Eloqua API for automating the manual operations.
- Quality Analysis on the assets to ensure the client's requirements are met.
- Configuring and executing the inbound and outbound integration between CRM System and Eloqua. Handling the integration error.
- Generating the Insight report for Campaign, email, form and Landing page.
- Analyze email responses including opens, clicks, subscription cancellations and failed emails and providing the next approach with appropriate recommendations.
- Assist with UI Team and API team for data synchronization between Eloqua and external resource.

Marketing Automation Specialist 2014/07 - 2016/08
Verticurl Pvt Ltd(A WPP Company), Coimbatore, Tamilnadu

- To develop responsive email and landing page assets based on the templates and style guides provided by clients.
- Testing the email and landing pages in different devices (Mobile, Tablet, Desktop, browser) and troubleshoot.
- Configuring Forms, Custom data object, Event Management, web data lookup.
- Database management, List cleansing and upload, Segmentation and applying filter criteria based on requirement.
- Build and execution of Webinar and Seminar campaigns and Program Builder setup.
- Generating the Eloqua Insight report for Campaign, email, form and Landing page.
- Analyzes email responses including opens, clicks, subscription cancellations and failed emails and analyze the next approach with appropriate recommendations.
- Working closely with the different region Account Manager and collecting the requirements. Executing the event campaign accordingly.
- Providing the Eloqua training and mentorship.

Web Developer 2012/10 - 2014/06
Hermise Technologies, Chennai

- Creating Web applications and websites using PHP, HTML, HTML5, CSS3, JQuery, Javascript.
- Web hosting and Supporting on MYSQL Database creation and manipulation.

Accomplishments

- Received the marketing automation award from **CEO of Verticurl Pvt LTD.**
- Received the appreciation words from **COE** of client for GDPR and Automation Projects.
- Received the appreciation from VP for collaborated with engineering team in the development of Customer Data Platform and Email builder.
- As Environmentalist, planted 4000 Palm trees and Cleaned the 4 lakes in 2021-22 around Tamilnadu.