

# Dineshkumar Manoharan

## Marketing Automation Specialist

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### OBJECTIVE

Inquisitive, Energetic Software Engineer Agog in learning new things

### TECHNICAL SKILLS

- Marketo
- Hubspot
- Java
- HTML/CSS

### ADDITIONAL SKILLS

- Project Management Skills
- Digital Marketing
- Negotiation
- Critical Thinking

### AWARDS & ACCOLADES

- Stand-Out Performer Award - 2021

### CERTIFICATIONS

- **The Fundamentals of Digital Marketing** - Google Digital Garage
- **Content Marketing** - HubSpot Academy

### EDUCATION

#### Bachelor of Engineering in Computer Science

Dr N G P Institute of Technology | 2018

### EXPERIENCE

#### Engineer - Technology

Verticurl Marketing Private Limited | January 2021 - Present

- To manage end-to-end email production process within Marketo: planning, receiving and translating business requirements; creating and organizing production assets; generating audience segments; building, testing and deploying email campaigns, analyzing and reporting results
- Ability to track results, find insights from data, and develop actionable recommendations for improvement
- To collaborate on strategy with internal stakeholders, the marketing team and agencies to offer subject matter expertise, execution and ongoing management of our marketing technology stack
- Continually gather feedback on and pilot new approaches to improve programs Ability to establish cross-functional, collaborative relationships with business and technology partners

#### Junior Associate

Orion Innovation | September 2018 - May 2020

- Primarily responsible for Java-based Web application development MVC Architecture and Android application development.
- Create code that meets design specifications, follows standards, is of high quality, and is easy to maintain.
- To create stored procedures per business specification in PostgreSQL and MS-SQL
- To Create web application using the technologies like Java, J2EE, Web Services, SOAP, REST SQL, JSON, XML and Maven and Frameworks like Spring and Hibernate