Feroz _Rahiman

Synopsis: Dynamic and result oriented multitasking professional having achieved goals in 4 years careers at Digital Marketing and Demand generation. Seeking higher level assignment to expand performance with a growth-oriented organization.

EXPERIENCE SUMMARY

Has over 4 years of experience in Digital Marketing

- Development and implementation of Digital Marketing Automation Campaigns in Marketing Automation Tools.
- Well acquainted with Marketing Automation tools mainly in Eloqua, Adobe Campaign and basics in Salesforce Marketing Cloud & Marketo.
- Extensive experience in Digital Marketing Automation and manual testing.
- Well versed with various Automation aspects like Email Marketing, Campaign Creation, Content Management, Marketing Analysis and Managing Database.
- Expertise in Report Generation in terms of various metrics of campaigns and database in the required formats.
- Excellent analytical and debugging, executing skills, issue finding, and learning skills.
- Well Versed on Defect/Bug Life Cycle management.
- Create design and implementation of demand generation programs (Program Builder) and campaigns (Emails, Forms and Landing pages) – ELOQUA
- Responsible for marketing program management - strategy, planning, execution, E-mail, Web Marketing, Marketing Automation, Event.

Areas of Experience

Industries
Financial

Applications
→ELOQUA
→ABOBE CAMPAIGN
→MARKETO

Operating Systems
Windows 8, Windows10

Testing Management Tool/Defect Tracking Tools
→ Email On Acid
→ Litmus

Other Tools
→ Adobe Dreamweaver
→ Photoshop
→ Sketch
→ Wrike
→ JIRA

QUALIFICATION

Degree	Institute	Year
B.Tech.Information Technology	Sri Krishna College of Engineering and Technology	Apr-2016
Diploma in Computer Engineering	CIT Sandwich Polytechnic College	Apr-2013
SSLC	SFV Higher Secondary School	Apr-2010

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CERTIFICATION

Certification	Institute	Year
General Product Support Specialist v 4.0	ORACLE	Feb-2017
Oracle Eloqua Marketing Cloud Service 2013 Implementation Consultant	ORACLE	Feb-2017
Oracle Eloqua Marketing Cloud Service 2017 Solution Manager Specialist	ORACLE	Oct-2017
Oracle Eloqua and Oracle Content Marketing Cloud Service 2013 Sales Specialist	ORACLE	Feb-2017

Working with Hexaware Technologies Ltd. From April 2020 – Till date

PROJECT EXPERIENCE

Project Name   **:** AstraZeneca
Role   **:** Campaign Developer
Environment   **:** Adobe Campaign
Duration   **:** APR 2020 to Till Date
Tools Used   **:** Adobe Campaign Client 7.0, Dreamweaver, JIRA

Description: AstraZeneca is a UK based pharmaceutical firm where i involved in the Global Commercial Operations to providing the email marketing services for various markets in various countries.

Role and responsibilities:

- ➢ Creating a Campaigns based on the market requirements.
- ➢ Involved in both simple and complicated HTML email creations.
- ➢ Participating in regular status meetings.
- ➢ Testing email proofs for quality of content, rendering issues on various devices and browsers.
- ➢ Direct communication with stakeholders & account managers on deliverables, campaign requirements etc., to ensure client satisfaction.
- ➢ Conducting a review calls with QA persons and ensuring the deliverabilities.
- ➢ Providing the KT sessions to juniors regarding the workflow processes.

PREVIOUS WORK EXPERIENCE

- ➢ Worked as a Senior Marketing Technology Specialist in Verticurl | A WPP Company from November 2016 to March 2020.

Project   **:** INTUIT, FIRSTDATA
Environment   **:** ELOQUA [E10]
Software   **:** HTML, CSS, JAVA SCRIPT

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Role   : Campaign Developer
Duration   : November 2016 to March 2020

Description: Both Intuit & First Data is a financial services company where i played a vital role with internal team to ensure that customer requirements are fulfilled, project timelines are met and delivered with good Quality. Promoting the Digital Marketing and Digital media products/Solutions like Email Marketing, Reporting on campaigns and Managing database.

Role and Responsibilities:

- Account Management – Direct communication with client & account managers on deliverables, campaign requirements etc., to ensure client satisfaction.
- Weekly call with Account Managers to plan the week's work, campaigns requirement, Provide overall status of deliverables.
- Developing a Campaigns based on the simple, moderate & complex requirements.
- Preparing Weekly Report on Campaign.
- Taken care of Email Deployments with proper segmentation using Segment and Shared list, Custom Data Object in Eloqua.
- Testing email proofs for quality of content, rendering issues on various devices and browsers, links and landing pages, and troubleshoot problems as they arise.
- Standardized QA process – Compiling QA checklists, along with the rest of the process documents are placed in the Account's root wrike folder and share with everyone who works on the account.
- Designing of both simple and complicated Campaign assets like Email, Forms and Landing pages, Program Builders.
- Conducting trainings for juniors about the fundamentals of Eloqua like assets, contact, insight (Report) and multiple Campaign.
- Preparing Target Contacts list as per client requirement by using Segment with logical criteria.

Personal Details:

Name   : Feroz Rahiman
Email id   : feroz.jan29@gmail.com
Mobile No   : 8015003358
Date of Birth   : 29th January 1994
Nationality   : Indian
State & District   : Tamilnadu - Coimbatore
Marital Status   : Single
Gender   : Male
Languages Known   : Tamil, Malayalam, English