Ravi Kumar N

Eloqua Implementation Specialist

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WORK EXPERIENCE

HCLTech   **Coimbatore**

Technical Lead   *Mar 2023- Present*

- Setting up and managing technical programs, data models and integrations of Eloqua with various sales and marketing technologies

- Advisor to Business Development & Marketing team explaining data flow between Eloqua and Salesforce for all campaigns and provide best practices for technology campaign set-up on a case-by-case basis

- Manage and maintain the Eloqua marketing automation platform, including user administration, security, and system configuration

- Responsible for technical design activities to support business requests and work closely with teams to define, plus implement new functionality and product features

- Setting up and monitoring SFDC Integration app for Lead management

- Develope multiple campaign strategies, email templates, landing pages, and form

- Create and maintain dashboards using Eloqua Insight report for end-user marketing clients to facilitate quick insights to further improve future campaign performance

- Provide significant advice to clients and internal stakeholders on the process/system risks and incorporated appropriate solutions to mitigate risks

- Used Rest API through Postman for updating, retrieving and deleting Eloqua assets

- Maintain general housekeeping standards such as managing, auditing, and overseeing directory folder structures and asset naming consistency (segments, campaign names, canvases, reports, basic page tagging, etc.)

Verticurl (a WPP Company)   **Coimbatore**

Marketing Technology Specialist   *Mar 2021- Mar 2023*

- Email marketing program development and execution, including segmentation, testing and deployment and continually evaluate these for improvements

- Develop email templates, which will include coding of emails using HTML, CSS and AMPscript

- Understand and evaluate campaign metrics and distribute campaign performance to the marketing team
- Integrating Eloqua Form with client website and setting up post data management
- Maintain Eloqua sync with Drift (chatbot) and Pathfactory
- Diligently the following checklist to ensure the campaigns are delivered right and are result driven Concept, code (HTML/CSS), and test email templates for campaigns using Email on Acid
- Support essential marketing operations initiatives in Marketo, Salesforce and other marketing automation technologies
- Data processing program development, monitoring, and maintenance (e.g., lead management processes, data cleansing and enrichment, privacy and compliance, troubleshooting, etc.)
- Collaborate with cross-functional teams to design, build, test, and optimize marketing campaigns using Marketo.
- Conduct A/B testing and test campaign effectiveness in Marketo
- Maintain best practices for Marketing Automation Platforms, including troubleshooting, naming conventions, list management, etc.
- Support essential marketing operations initiatives in Salesforce such as managing the lead lifecycle, lead scoring, lead nurturing, segmentation, and data cleansing
- Performed multiple functionalities on Eloqua programs, program builders, and advanced Eloqua concepts like Signature Rules, Events, Dynamic content, web data lookup, etc
- Ensure marketing activities are consistent with company brand and aligned with business development efforts

Stan Ventures   **Coimbatore**

Email Marketing Specialist   *Aug 2020 – Feb 2021*

- Responsible for end to end administration of e-mail Campaign Management which includes the following
- Collaborate with US team in launching complex email campaigns and help mapping the customer journey through various touch points using the marketing automation workflows
- Set up the fundamental blocks using marketing automation tools (Emails, Forms, Landing Pages, Progressive Profiling, Segmentation, Campaign workflows, Lead Scoring/generation, Custom integrations)
- Monitor, analyze and report on the email performance metrics and provide suggestions and best practices to increase effectiveness of email campaign

- Perform rendering tests to ensure templates are compatible across various platforms (mobile/desktop) and browsers

- Adoption of e-mail tactics such as personalization, dynamic content, tracking, targeting and assist in creating more complicated email campaigns as needed

- Defining KPIs and performance metrics to track these campaigns and report the results on an o ngoingbasis

- Work in partnership with the rest of the marketing team to develop and implement life cycle campaigns, including campaign planning and design, targeting criteria selection, list management, campaign health monitoring and post campaign analysis

- Work in partnership with designers and copywriters to optimize email creative and template structure based on best practices and craft innovative email templates using graphics and personalization

Starberry   **Coimbatore**

Social Media Analyst   *Oct 2018 – July 2020*

- Develops and deploys email marketing campaigns, consulting with clients and team leads regarding requirements

- Consults with clients regarding the optimization of their campaigns, advising regarding audience, design, content and nurture logic

- Collaborate with IT teams to drive integration projects, security enhancements, and data governance initiatives related to marketing applications

- Plan, strategize, create content & assist with Facebook, Instagram, Twitter & LinkedIn Ads

- Prepared the daily status report for the clients & internal stakeholders to maintain consistency in campaign deliverability

- Data-driven direction for social media marketing campaigns and content

- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns

- Track email campaigns and posts to make sure they are attaining intended results

- Analyze, review, and report on the effectiveness of campaigns in an effort to increase results

- Test the deliverability of email assets using the marketing automation system and ensure the proper data flow from the email assets through the landing page and into the target database

Cognizant   **Coimbatore**

Process Executive - SEO   *Apr 2017 – Oct 2018*

- Conducting keyword research using dedicated software, and generating new keyword ideas

- Analyzing website and then making recommendations for improvement

- Monitoring website traffic, search results, and developing strategies

- Generating content ideas and delegating these to the team

- Overseeing content creation and offering suggestions

- Optimizing pages for desktop, tablet, and mobile use

- Keeping up to date with new trends and best SEO practices

Rajeswar Agencies   **Coimbatore**

Digital Marketing Executive   *Feb 2015 – Mar 2017*

- Develop, implement and manage our social media strategy
- Manage and oversee social media content
- Work with copywriters and designers to ensure content is informative and appealing
- Monitor SEO and user engagement and suggest content optimization

EDUCATION

KPR Institute of Engineering and Technology   **Coimbatore**

Bachelor of Engineering   *2010 - 2014*

Electrical and Electronics Engineering, CGPA – 67%

SKILLS & INTERESTS

Skills: HTML, CSS, SQL, Rest API, AMP Script& Content Development.

Interests: Marketing Operations, Analytics and Administration

Marketing Automation Tools: Eloqua and Salesforce Marketing Cloud

CERTIFICATIONS
- HubSpot – Email Marketing & Social Media Certification
- Generative AI foundation
- Google Ads Fundamentals
- Google Analytics