

Manoj M

Marketing Automation Consultant | Email Specialist

PH : +91 9809250190 | Email : manoj4achu@gmail.com
+91 8075240801



EXPERIENCE (Total 12 Exp)

Jazeera Airways, CRM Specialist- Technical

Kuwait, Oct 2023 - Dec 2023

Drive campaign execution for Emails, Web/App Push Notification & Web Personalization in MoEngage Platform.

UVJ Technologies, Marketing Automation Consultant

Kochi, Feb 2020 - Sep 2023

Drive global email marketing strategy, planning, and campaign execution.

Manage incoming email campaigns requests, working with the team to bring templates, calls-to-action, and content to life in Eloqua.

Lead marketing campaign operations

Create reporting to drive desired business results - facilitate the adoption, and usage of measurement and analytics tools and technologies.

Verticurl, Technical Consultant

Coimbatore, October 2016 - Feb 2020

Building up IP Reputation in Salesforce Marketing Cloud.

Build & Deploying Nurture Campaign, Ad-hoc batch send audiences.

Manage, optimize and grow the Business unit database.

Work closely with clients to identify and improve business data and process needs.

Mentoring to Junior team members & Overseas Client Team.

Theorem, Web Developer

Mysore, July 2015 - Sep 2016

Developing Responsive and Dynamic Email Newsletter & Campaigns.

Creating Cloud pages using Ampscript, SSJS.

SKILLS

Salesforce Marketing Cloud,
Oracle Eloqua, MoEngage

HTML, CSS, JS ,AMP Script,
SSJS , Flow chart, Google Data
Studio

ASP.NET , Adobe Photoshop,
SQL , Dreamweaver.

CERTIFICATION

Salesforce Marketing Cloud
Consultant

Salesforce Marketing cloud
Email Specialist

Oracle Eloqua Marketing
Cloud Implementation
Consultant.

LANGUAGES

English, Hindi , Malayalam ,
Tamil.

Contact Details

Kengannath House
Palakkad, Kerala.
India

Ahalia, Software programmer

Palakkad, June 2013 - June 2015

Developing Websites and Web applications.

Involved in the concept of Web Design.

Meshilogi, Junior Programmer

Calicut, Nov 2011 - May 2013

Developing Websites & Web applications using Asp.net and SQL .

Involved in Writing complex SQL Queries.

ACADEMIA

Hindusthan Institute of Technology, B.Tech (IT)

June 2008 - April 2011 **Anna University**

SNGPC , 3yrs Diploma in IT

June 2004 - April 2007 **DOT E**