**RESUME**

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**Gautam K Khartade**

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**Summary**

* A seasoned professional with 11 years of Experience in Marketing Automation, Ad Operations, Campaign Management, Email Marketing, Digital Marketing, Affiliate Marketing, and web analytics, Campaign Operations etc.
* **Marketo Certified Expert**
* **Certified Salesforce Marketing Cloud Consultant**
* **Certified Salesforce Marketing Cloud Email Marketing Specialist**
* **Certified Adobe Classic Business Practitioner Expert**
* **Certified Salesforce Pardot Specialist**
* **Hubspot Certified**
* Developed and implemented marketing strategies for customer retention and acquisition, managing internal and external project teams, resource vendors, and partner relationships.
* Strong troubleshooting and problem-solving skills.
* A highly adaptive, motivated, and ambitious individually able to give timely and accurate advice, guidance, support, and training to team members and individuals.

**Professional Experience**

* Worked As Project Manager at **AMDOCS** form January 2023 to November 2023
* Worked as Marketo Techno Functional Consultant at **Jade Global** from Oct 2020 to Jan 2023
* Workedas Senior Analyst at **TA Digital** from July 2019 to Oct 2020.
* Workedas Associate Process Manager at **eClerx Services** from Mar 2018 to July 2019.
* Workedas Software Engineer with **Skylex Technologies Pvt. Ltd** from Aug 2015 to March 2018.
* Worked on Marketing Automation, Campaigns management, Digital Marketing Campaigns, Emails Marketing & Newsletters.
* Worked on Various Projects of Online Campaign Management including Intuitive Surgical, Honeywell, UBER, Digital Pi, Grab, PayPal, and Autodesk etc.
* Worked on Various Marketing automation Tools like **Adobe** **Marketo, IBM UNICA, Mail Chimp, Hubspot, Salesforce Marketing Cloud**, **Salesforce Pardot, Adobe Campaign, Salesforce CRM** etc.

**Project Manager, AMDOCS Pune, Jan 2023 to Nov 2023**

* Managed Marketo and Salesforce Marketing Cloud instance with oversight on all key marketing activities and performance indicators including lead nurturing, content generation, executive visibility, Salesforce integration/administration and overall strategic direction in collaboration with Sales and Strategic Operations team.
* Translated complex data into actionable insights and present findings to the executive team and other stakeholders. Develop comprehensive reports and dashboards to track key performance indicators (KPIs) and measure the effectiveness of sales and marketing campaigns.
* Supported Sr Manager Marketing Operations by implementing and maintaining marketing operations tools, platforms, and processes to streamline workflows, improve efficiency, and enhance campaign execution
* Defining, implementing, maintaining, and documenting marketing automation best practices including list management, optimization, data quality, hygiene, and troubleshooting
* Coordinating automation and user journeys through planning, deployment, and performance analysis for programs working in close alignment with key global stakeholders including Events, Campaigns, and Web Teams.
* Taking a proactive approach to document and understand high-level campaign strategies and how technologies can be used to support or enhance our existing marketing technology stack.
* Leads Marketo program build/architecture projects, working to understand functional requirements to architect, design, develop, test, and deliver functionality to enable programs targeting a global audience.
* Experience utilizing Journey Builder with a thorough understanding of Design and maintain complex customer journeys, Audience Builder, campaigns configuration, utilizing Automation Studio and Email Studio, Cloud Pages, Mobile Studio, Marketing Cloud Connector from conceptualization to execution.
* Configure the Marketing Cloud Connector to integrate data flows between Salesforce Service Cloud/Sales Cloud and Marketing Cloud, enhancing data accessibility and utility.
* Design, test, and deploy complex journey configurations within Journey Builder, ensuring thorough validation of campaign workflows and process flows.
* Salesforce: Build campaigns, reports & dashboards toward visualizing full funnel metrics in Salesforce
* Integration of Marketo, Salesforce Marketing Cloud with Salesforce.com and ensure seamless sync of Persons' and Marketing Programs data between the systems.
* Integration of third-party services like Zoom, Adobe Connect, Google Display, Facebook & LinkedIn lead ads in Marketo Launch point and by using Marketo API.
* Driving the development, maintenance, and analysis of the integration with Salesforce CRM to track prospect engagement, funnel advancement, and ultimately marketing contribution to revenues.
* Responsible for driving NEW customer acquisitions & enriching ad content on website by running targeted campaigns to reach right audience Managed campaign management platform

**Techno Functional Consultant, Jade Global Software, Pune, Oct 2020- Jan 2023**

* Handling Data migration tasks for different Marketo environments using Marketo API calls
* Administrating the Marketo and Salesforce Marketing Cloud and building the system to fit the business flows.
* Support marketing strategy and lead gen through analysis and segmentation/targeting recommendations for marketing programs.
* Monitoring performance across MQLs, SQLs, conversion ratios, pipeline, content, channels, and campaigns. Continuously developing insights, make recommendations, and implement optimizations to improve engagement and ultimately conversion of prospects.
* Working closely with Salesforce Admins to ensure optimal data flow to/from Marketo and Salesforce across all objects including leads, contacts, opportunities, and accounts.
* Ensure lead requests and lead types are properly tracked across the marketing and sales funnel (Marketo - Salesforce)
* Support the implementation of marketing automation initiatives including email campaigns, webinars, and nurture programs using Marketo.
* Ownership of marketing email inboxes - manage direct incoming messages, soft and hard bounces, unsubscribes and ensuring a clean and accurate database from all data sources
* Working knowledge of Ringlead/ZoomInfo or similar data manipulation software (LeanData, Cloudingo, DemandTools, Openprise).
* Handling the integrations and maintenance of the Marketing Tool stack (Cvent, Salesforce, Zoom, LeadValu, Adobe Connect and additional tools.)
* Measured and optimized database health analyzed metrics for improvement, and utilized data enrichment solutions to improve lead quality, contact acquisition, and list segmentation strategies.
* Performed funnel analysis to provide insights on email link performance, email performance, analysis by revenue stage, A/B testing, landing page performance, program performance, revenue cycle analytics, web page activity, heat map analysis, engagement stream performance reports.
* Liaised with internal clients to develop email campaigns to support department objectives, reduce product overstock, and generate leads.
* Develop and maintain Salesforce Marketing Cloud integrations with external systems, data sources, and APIs
* Provided ongoing support and expert consultation for the optimized use of Marketing Cloud post-migration. Engage with various business units and IT teams during the migration phase to ensure alignment of marketing strategies with corporate objectives.
* Develop and execute multi-channel marketing campaigns, leveraging data-driven insights for audience segmentation and content personalization.

**Marketing Automation Specialist, TA Digital, Inc. Hyderabad, July 2019 – Sep 2020**

* Tracking and reporting performance of all email campaigns and KPI’s; working closely with the Manager of automation to analyse findings, identifying trends, and recommend a course of action
* Monitoring critical email sends; ensuring an on-time and zero-defect delivery participated in the creation of segment-based strategies, with customized content to events (pre/post) webinars, Syndication programs (Brief/trial promotions/survey), on-off sends (whitepapers), etc.
* Worked for different industries with all the geography like APAC, EMEA, and NA, etc.
* Creating and developing targeted and triggered-based email campaigns, delivering the tailored marketing message to segments of the email list.
* Worked collaboratively with the marketing team to automate and drive the performance of all campaign types including events, webinars, offers, announcements and launches**.**
* Collaborated with cross-functional (global) teams to streamline reporting, including demand gen, field marketing, SDRs, content and product marketing
* Targeting All the Campaigns by analysing the various metrics like Email Bounce Rate, CTR, Clicks, Impression and Open rate, etc.
* Served as an internal technical authority and consultant, overseeing and optimizing marketing tools like Marketo and Salesforce and how they integrate with each other.
* Monitored performance across MQLs, SQLs, conversion ratios, pipeline, content, channels, and campaigns. Continuously develop insights, make recommendations, and implement optimizations to improve engagement and ultimately conversion of prospects
* Understanding of web analytic and a heavy emphasis on email list marketing, delivery, database marketing, and analytic, Managed and optimized the design, contents, layouts, customer segmentation, etc.
* Responsible for driving forward the Analytics agenda Proficient in designing/ developing market Campaigns (Email Blasts, Nurture Campaigns, etc.) also able to set Social Campaigns (FB, Instagram, Linked In, etc.) using Marketo.
* Managed advanced features like web personalization, Lead lifecycle Management and Syncing with Salesforce CRM.
* Monitoring landing pages and their content, including promotional material, product, Setup and execute A/B tests to measure the effectiveness of targeting criteria and use the insights derived to continually optimize all campaigns
* Understanding of web analytic and a heavy emphasis on email list marketing, delivery, database marketing, and analytic.
* Optimized lead scoring and lifecycle journeys to align with client goals and Managed global marketing campaigns for both Demand Gen and Marketing Operation teams
* Create all types of events, webinars, email, integration, reports etc. in Marketo. Lead team in normalizing global data in Marketo and Salesforce. Create new best practices in flagging leads and contacts in preparation for profile-based scoring.

**Associate Process Manager, eClerx Services Pune, March 2018 – July 2019**

* Managing Digital marketing Campaign strategy and implementation for B2C, B2B, and e-commerce divisions that initiated online sales, increased customer awareness and re-engaged dormant customers.
* Handling Marketing Automation Campaign setup including Email Designing & Configuration, optimizing existing creative, Targeting Audience, Data monitoring, Planning, Scheduling, Tracking, Testing, & Deployment of the end-to-end campaign
* Major responsibilities include requirement gathering to run the campaign, designing and execution of Campaign, Creation of Segments, offers, personalizing eMail templates, running the eMail Campaigns, integrating with Adobe Campaign
* Building and executing marketing touches using a variety of channel automation such as webinars, events, lead management, Email, Paid Search, Paid Social, Content Syndication, targeting and segmentation, direct mail, etc.
* Working seamlessly with cross-functional teams and projects, managing email deliverability & data configuration for successful campaign execution
* Translating a marketing objective into an effective segmentation strategy, and planning effectively on pre-campaign forecasting, and post-campaign analysis, and applying the best practices for effective execution
* Utilizing various analytics and targeting systems to analyze and troubleshoot campaign delivery and performance.
* Performing wrap-up analysis reporting, pulling in various sets of performance data and metrics to help tell a story to the client about how the campaign performed and help recommend best practices for future campaigns.
* Delivering Campaigns on time using Marketo Automation by creating a Simple & Dynamic Email Template with the help of Personalization and using Tokens.
* Executing Campaigns based on Behavioral & Demographical Audience segmentation as per the requirement.
* Communicating clearly on the project scope to internal/external team members responsible for campaign execution
* Support businesses to generate new leads by leveraging a variety of online marketing channels and strategies, including email, paid advertising, landing pages, content marketing, and more
* Created marketing automation implementation plans to include sales and marketing alignment, lead-to-revenue strategies, database requirements, automation configuration, and functional mapping of integrations.
* Intermediate knowledge and understanding of Sales and/ or Service cloud ecosystems and how they integrate with Marketing Cloud

**Software Engineer, Skylex Technologies Pune August 2015 to March 2018**

* Managing Digital marketing Campaign strategy and implementation for B2C, B2B, and e-commerce divisions that initiated online sales, increased customer awareness and re-engaged dormant customers.
* Handling Marketing Automation Campaign setup including Email Designing & Configuration, optimizing existing creative, Targeting Audience, Data monitoring, Planning, Scheduling, Tracking, Testing, & Deployment of the end-to-end campaign.
* I owned the implementation of Hubspot and Salesforce integration while developing the company’s first lead nurture funnels, defining the end-to-end lead flow process, and managing the build of the Hubspot landing pages.
* As the company's CRM and database expert, I support our client projects by scrubbing data, working on Hubspot and Salesforce integrations, and providing analytics and reporting in Hubspot and Salesforce. I help organize lifecycle stages and created the respective stages’ content for their marketing campaigns to increase conversions and keep their organizations top of mind while creating the workflows to route the leads to the respective sales rep. I troubleshoot all technical issues that any of our clients face to ensure their system is working properly.
* Building and executing marketing touches using a variety of channel automation such as webinars, events, lead management, Email, Paid Search, Paid Social, Content Syndication, targeting and segmentation, direct mail, etc.
* Owned the worldwide operations, strategy and maintenance of the Pardot instance that consisted of 224M records across 5 Pardot Business Units and 11 marketplaces.  
  Improved automation processing by removing 56% of abandoned dynamic lists and refactoring 17% of defective lists in the list library to improve efficiency while implementing governance mechanisms to keep the system in good operational health.
* Translating a marketing objective into an effective segmentation strategy, and planning effectively on pre-campaign forecasting, and post-campaign analysis, and applying the best practices for effective execution
* Performing wrap-up analysis reporting, pulling in various sets of performance data and metrics to help tell a story to the client about how the campaign performed and help recommend best practices for future campaigns.
* Pardot (MCAE - Marketing Cloud Account Engagement) implementation, enhancement, prospect journeys, syncing, segmentation, email campaigns, connected campaigns, tracked links, lead forms... helping orgs communicate and automate to not only get more out of their Pardot/MCAE instances, but do so at scale.
* Delivering Campaigns on time using Marketo Automation by creating a Simple & Dynamic Email Template with the help of Personalization and using Tokens.
* Executing Campaigns based on Behavioral & Demographical Audience segmentation as per the requirement.
* Developed campaign flowchart and respective email communication using different modules.
* Worked on online project management tools like Basecamp, Jira, Liquid Planner, and Slack.
* Good Knowledge of Marketing Automation tools such as Marketo, Salesforce Marketing Cloud, Salesforce Pardot, Adobe Campaign, HubSpot, Mail-Chimp, & In-house Interfaces.
* Experience in Several Lead Generation Tools like, Apollo, LinkedIn Sales Navigator, Lusha etc.
* Experience and knowledge in Salesforce Marketing Cloud's various modules such as ***Email Studio***, ***Journey Builder, Mobile Studio, Advertising Studio, and Social Studio***
* Knowledge of how Review product pricing and bidding strategies to ensure competitive advantage and sustainability within the market.
* Providing product and industry knowledge to team members, in addition to campaign performance for non-channel specific needs (ie. Utilizing popular Google search terms to identify new category or landing page opportunities)
* Strong knowledge of Email Marketing, Online Advertising, Paid Search and Social Media Branding of the campaign, Affiliate Marketing, Data Analysis, List Management.
* Ensuing data quality and maintaining data governance standards by building and managing Data Extensions, Segments, and Smart Capture Forms
* Knowledge of Digital Marketing including Search Engine Optimization, SMO, SEM, etc along with Website Designing and Development
* Good Knowledge of Content Management systems Including HTML/CSS, JavaScript, etc.
* Define and implement data integration strategies for importing and exporting data into/out of Salesforce Marketing Cloud

**Technical Skills:**

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| **Personal information:** | |  |  |
| **Name:** | Mr. Gautam K Khartade | |
| **Languages Known:** | English, Hindi & Marathi | |
| **Willing to Relocate:** | Yes | |
| **Hobbies:** | Learning New Technologies and Internet surfing. | |

**DECLARATION: -**

I hereby declare that the above information is correct to the best of my knowledge and belief.

**(Gautam Khartade)**

* Working seamlessly with cross-functional teams and projects, managing email deliverability & data configuration for successful campaign execution
* Translating a marketing objective into an effective segmentation strategy, and planning effectively on pre-campaign forecasting, and post-campaign analysis, and applying the best practices for effective execution
* Utilizing various analytics and targeting systems to analyze and troubleshoot campaign delivery and performance.
* Performing wrap-up analysis reporting, pulling in various sets of performance data and metrics to help tell a story to the client about how the campaign performed and help recommend best practices for future campaigns.
* Responsible for Doing A/B Testing on Subject Lines, Form, Email Content, and CTA’s
* Ensuring the correct targeting criteria are adhered to and best practices are applied.
* Delivering Campaigns on time using Marketo Automation by creating a Simple & Dynamic Email Template with the help of Personalization and using Tokens.
* Executing Campaigns based on Behavioral & Demographical Audience segmentation as per the requirement.
* Communicating clearly on the project scope to internal/external team members responsible for campaign execution

**Software Engineer, Skylex Technologies Pune August 2015 to March 2018**

* Liaised with internal clients to develop email campaigns to support department objectives, reduce product overstock, and generate leads.
* Responsible for developing dynamic content with personalization including landing page, Form designing, and content of the email.
* Worked with the Affiliate Marketing Manager to deploy and optimize campaigns through the affiliate marketing channel, Promoting the affiliate channel and opportunity across the industry & forecasting ROI and activity for all affiliate partners.
* Knowledge of affiliate marketing strategy and implementation for B2C and e-commerce divisions that initiated online sales increased customer awareness and re-engaged dormant customers.
* Worked on various marketing automation tools like Mail Chimp, Aweber, HubSpot, Marketo, IBM Unica, etc.
* Responsible for driving forward the Analytics agenda Proficient in designing/ developing market Campaigns (Email Blasts, Nurture Campaigns, etc.) also able to set Social Campaigns (FB, Instagram, Linked In, etc.) using Marketo.