

SUDESH SHIVHARE

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CAREER OBJECTIVE

Certified in Eloqua 10 B2B Masters with 5 years of experience in creating Emails, Landing pages, Forms, Segments, Analytics, Reporting and Data Management with good quantitative and analytic abilities to integrate the data and enhance the Organization growth by applying my skills and excelling in technical knowledge.

TECHNICAL EXPERTISE

- Eloqua Marketing Automation
- Email Marketing
- Creating Emails, Landing pages & forms
- Data Analysis & Reporting
- SQL, PL/SQL
- List Management (Contacts Management)
- Lead scoring.
- Salesforce Marketing cloud (Basic)

PROFESSIONAL SUMMARY

- Creating Emails, Landing pages and forms in Eloqua and Salesforce.
- Involved in creating segments and managing campaigns in Eloqua and Salesforce.
- Analysing the feasibility of requests and Email performance reports.
- Providing the preview email and segment lists to campaign managers.
- Stakeholder management and actively taking up call with stakeholders for daily updates.
- Performing different data validations in marketing perspective like suppression, opt out and duplicate check.
- Working with stakeholders to design road map for future campaigns.
- Handling APAC region work assignment and team.
- Performing data quality check before providing the list to the requestors.
- Providing the lists within the stipulated time and adhering to the SLA.
- Creating various segments like email, phone and postal segments in Eloqua
- Managing campaigns in Eloqua.
- Exploring product categories, sub categories, partner and competitor specifications, product versions to fulfil the business requirements.
- Writing SQL queries to extract the data from Oracle database.

EMPLOYMENT DETAILS

Tenure : Mar 2021 – present
Company : Infosys BPM
Designation : Process Specialist

WORK PROFILE

Project : Email Team
Technology : ELOQUA, and HTML, SFMC
Client : BlackRock Inc.

Email Team is the supporting Client for Email Marketing. Email Team responsible for communication through email from Client side. We are creating Email and creating segments with right target contacts.

Roles and responsibilities

- Implementing marketing automation campaigns using Oracle Eloqua tool by identifying segments, setting up campaigns, emails, landing pages, and forms processing.
- Performing AB testing, STO testing to increase open and click rates.
- Analysing the Email performance reports.
- Closely working with market managers to understand the requirement and objectives of campaign.
- Working on Lead scoring model.
- Performing data quality check before providing the list to the requestors.
- Configuring workflows, creating data load jobs, creating advanced campaigns, AB testing, designing multi-channel cross-channel campaigns and event triggered recurring campaigns.
- Creating personalized emails, conditional content, managing subscription targeting subscribes.
- Post campaign Analytics reporting, delivery campaign reports, measuring results.

EMPLOYMENT DETAILS

Tenure : JUN 2019 – MAR 2021
Company : DellEMC India Private Limited
Designation : Specialist Business Operations

WORK PROFILE

Project : Dell Email studio.
Technology : ELOQUA, SQL and HTML, SFMC
Client : Dell technologies (Internal Dell Partner)

Dell Email studio is the internal Marketing team, we are supporting our sale team. Email studio responsible for partner internal communication through email. We are creating Email and creating segments with right target contacts.

Roles and responsibilities

- Creating Emails, Landing Pages and forms for Partners communication as per business requirements.
- Managing APAC region team and markets.
- Understand the Campaign / Marketing Manager's requirement for targeted audience from various regions and LOBs.
- Promoting Dell Products and Event through Emails
- Capturing PI information of partner by forms.
- Providing Email performance reports to campaign Managers.
- Direct Marketing (Email, Direct Mail) and Campaign
- Capture the responses generated for various E-blasts/Campaigns.

EMPLOYMENT DETAILS

Tenure : FEB 2016 –JUN 2019

Company : Oracle India Pvt Ltd (Payroll from Randstand India Ltd)

Designation : Data Analyst

WORK PROFILE

Project : Global Marketing Shared Services [GMSS] – List Management.

Technology : SQL, PL/SQL and ELOQUA,

Client : Oracle Corporation. (Internal Oracle Partner/clients from different regions) Globally.

GMSS is a division in oracle which caters to the marketing needs of Oracle. The list management team is a part of GMSS which helps various internal teams like oracle direct, oracle university, sales and others. The Process involves analysing and building high-quality and up to date contact lists to support Marketing and Sales initiatives-including e-mail, direct mail, and telemarketing campaigns.

Roles and responsibilities

- Understand the Campaign / Marketing Manager's requirement for targeted audience from various regions and LOBs.
- Direct Marketing (Email, Direct Mail) and Campaign Management
Nurturing using marketing automation tools Eloqua.
- Supporting as an Analyst for Oracle University list management process - Pull high-quality contact lists using Eloqua Segmentation/SQL Developer to support Marketing and Sales initiatives - including email, direct mail, and telemarketing campaigns.
- Prepare SQL/PL/SQL Script based on criteria and pull the right targeted audience's contact details of various channels (Email/Phone/Postal) from multiple databases.
- Upload/Provide list on Eloqua Based on requirement.
- Capture the responses generated for various E-blasts/Campaigns.

CERTIFICATION

- Eloqua 10 Master Certification

EDUCATIONAL QUALIFICATIONS

2014	B.E. Computer Science - Radhraman Institute of Technology , Bhopal (M.P.)
2010	12 th M.P. Board
2008	10 th – M.P Board

PERSONAL DETAILS

Date of Birth : 16th Aug, 1992
Address : #A-4, Ashok Puri, Sector 6 Gurugram Haryana - 122001
Gender : Male
Nationality : Indian
Languages : English and Hindi

DECLARATION

I hereby declare that the above mentioned information is true to the best of my knowledge.

Date: 23/09/2021

(Sudesh Shivhare)