

ANIRUDH MALYALA

Marketing Operations Consultant
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Pushing myself for a position that lends me the opportunity to escalate my skills and knowledge in a stimulating and challenging milieu that helps me grow along with the organization's objective.

PROFESSIONAL PROFILE

- A qualified professional with 4 years and 7 months of expertise in Marketing Operations, Campaign Strategy and Execution, Email Automation, Demand Generation, ABM and Software Development.
- Building a contact database by researching companies and people through CRM, list-building applications, and social media for lead generation and Marketing campaigns.
- Expertise in Marketing Operations, Client Service, Coordination, and Process Improvement.
- Building, executing and monitoring automation campaigns in a global setting for various industries.
- Able to make suggestions and use innovation while performing my marketing duties (both automation and database).
- Analysis, troubleshooting, and problem-solving expertise.
- Strong technical skills and experience building marketing automation campaigns.
- Analytical thinking, ability to interpret and synthesize complicated data, and development.
- Capable of quickly and efficiently understanding both technical and business requirements.
- Capable of performing multiple tasks in a pressured environment both with and without supervision.
- Proficient in multiple deliverables to implement best practices that consistently deliver outstanding results.
- Providing proactive communication to clients, account managers, and stakeholders.
- Experience working in a diverse and collaborative global team.
- Excellent written and verbal communication skills.
- Team player who can also work both independently and collaboratively with cross-functional teams.

SKILL PROFILE

- Strong **HTML** and **CSS** skills.
- Strong **SQL** knowledge and experience.
- Experience in marketing automation tools **Pardot**, **Hubspot**, and **Woodpecker** email marketing.
- Qualified experience in **Demand Generation** Marketing, **Market Research**.
- Experience using **LinkedIn Sales Navigator** and other similar prospecting applications.
- Proficient in Microsoft Office applications including Word, Excel and PowerPoint.

EXPERIENCE

2022 - Present	IGNITIV Marketing Operations Consultant	PUNE <i>May 22-Present</i>
	<ul style="list-style-type: none">• Monitoring and implementing end-to-end email campaigns, including planning, coordinating, segmenting, targeting, set-up, testing, broadcasting, reporting and optimization.• Develop and maintain a comprehensive email marketing test plan, launch tests, analyze and report test results and implement success.• Test, analyze and report on e-mail campaign performance on a recurring basis. Identify trends and opportunities for improved open, click-through and conversion rates.• Passed over 150% of targeted Q1 2024 marketing qualified leads by the end of February 2023.• Managing the database team of three including everything related to campaign databases.• Led 3 interns to create an automated database. Introduced innovation to increase cost efficiency by 30% and reduce 50 manual work hours.• Increased marketing-qualified leads through various demand campaigns by 75% within 6 months.	

- Key involvement in implementing various strategies to generate the No.1 ranked keywords.
- Spearheading marketing campaigns to generate revenue opportunities for clients & internal programs.
- Presented the company's demand marketing plan for the coming quarters to the CEO.

2018 - 2022

CAPGEMINI

Marketing Operations Specialist

Global Marketing Operations, Capgemini Financial Services

HYDERABAD

May 20–April 22

- Selected in the top 25 among the GSM unit for H1 2021's "Walk the Talk" award. We received this award for contributing to innovation and customer satisfaction and promoting collaboration.
- Re-structured our 7M automated contact database. Implemented reusability and reduced costs by 60%. Received many kudos from senior executives.
- Developed and managed more than 80 automation campaigns for multiple projects
- Improved our marketable database's quality by 50% using various tools and strategies to reduce the bounce rate below group standards.
- Developed and distributed email marketing campaigns to prospective and current clients to increase business.
- Leveraged lead generation tools to increase profitability and product presence in the marketplace by using tools like LinkedIn Sales Navigator, ZoomInfo and DiscoverOrg.
- Worked closely with CMO, and other stakeholders of sales and marketing teams to support outreach campaigns and programs
- Supported all campaigns related to Capgemini Financial Services in building database, emails and landing pages.

Senior Software Engineer

Synchrony Financial Account, Capgemini Financial Services

HYDERABAD

Sept 18–May 20

- Provided 24/7 support and proactive communication to clients, account managers, and project managers.
- Involved in identifying and solving bugs on the client's website.
- Monitoring alerts using Splunk and New Relic.
- Escalating errors to the corresponding teams to analyze.
- Involvement in debugging, troubleshooting, and assuming responsibility for resolving the issue.
- Providing proactive communication to clients, account managers, and project managers.

EDUCATION

2014 - 2018

ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

Bachelor of Technology in Electronics and Communications Engineering

First Class with Distinction – 70.69%

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ADDITIONAL INFORMATION

Date of Birth: 13th June 1997
Nationality: Indian
Languages: English, Telugu & Hindi