ASHWINI

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Summary

A technically skilled marketing automation consultant committed to building trusted relationships with clients, vendors, colleagues. My mission is to empower modern marketers and organizations to achieve success, innovation, and business value through marketing automation and technology.

Skills

* Creating and troubleshooting programs (event, engagement, email, and default) and campaigns (batch and trigger) as per business requirements.
* Testing emails using A/B test and champion challenger test and personalizing emails and landing pages using dynamic content such as tokens, segments, and snippets.
* Creating forms using progressive profiling, visibility rules, input masking, form prefill, etc.
* Creating and managing static lists and smart lists to define the audience in a campaign, program, or report.
* Standardize, cleanse, and upload data into the marketing automation platform and CRM.
* Creating event programs and integrating with third-party event providers through launch point.
* Creating and troubleshooting reports to analyze people, program, landing page, and email performance.
* Troubleshooting technical issues on the marketo platforms.
* Ensuring compliance with data privacy standards including geo-requirements such as Opt-in rules, E-privacy and GDPR.
* Maintain integrity of the marketing database to ensure proper data utilization.
* Integration with Event platform, Chatbot, Salesforce integration.

Professional Experience – Key Skills

* Marketo
* Salesforce
* Drift
* Monday.com
* Jira
* Figma
* Adobe Campaign
* HubSpot
* AEM
* Adobe Analytics

**Work Experience:**

**Moonraft /UST Global – Senior Marketo Consultant (August -2022 – current)**

**Client:** IBM Health

* Deploying marketo campaigns (Nurture, Events (including digital events) including the sync with SFDC
* Assets creation for campaigns (Emails, Landing pages, forms etc.) .
* Program template Creation.
* List upload to marketo.
* A/B Testing.
* Troubleshooting marketo platform issues including the issues with SFDC sync.
* Data Management processes (Interesting moments, lead scoring updates, lead lifecycle etc.)
* Platform enhancements: new integrations, templates, segmentation etc.
* Documentation and training end user.
* Data hygiene management. (Duplicate merge, old inactive records deletion etc.)
* Reporting the campaign effectiveness.
* Support the team in Integrating marketo with content syndication, event platform and chat platforms.
* Integration with Drift (Chatbot) marketo and salesforce.com
* On24 Integration.
* Marketo Admin management (Channels, tags, communication limits etc.)
* AEM forms and landing pages integration with marketo
* Bug fixes and issue resolutions on daily basis
* User and role management
* Converting Lead to Contact in SFDC.

**Loharan – Marketo Power User (April 2017 – July 2021)**

**Client:** Schneider Electric, Grundfos

* Working with the country and BU marketing teams (marcom team) to translate marketing strategies into technical execution (program build and deployment within marketo).
* Building events, nurture programs, email programs in Marketo.
* Creating assets like forms, landing pages, and Email.
* Managing email lists, data file aggregation, and uploads according to campaign requirements.
* Proactively governing data outputs for all programs/campaigns.
* Report Creation like Email & Email link performance, Landing page performance, People performance Report etc.
* Supporting and managing email lead nurture campaigns—includes design, set up and monitoring.
* Building and managing webinar programs, integrating with webinar platforms to automate the flow of data.
* Deploying social lead gen programs (Facebook & LinkedIn) working with media operations team.
* Monitoring and reviewing campaign performance across all channels to ensure campaigns are running appropriately, with accurate attribution and desired successes.
* Adding or removing users from the instance, providing permissions, and assigning the required roles to the users.
* Troubleshooting SFDC sync issues to ensure data is flowing through correctly.
* Managing and optimizing lead scoring and lead lifecycle campaigns as per the cross-process alignments (Marketing and Sales)
* Webhook Integration.
* Support the platform team by managing the user profiles, roles, workspaces, lead scoring rules, data cleaning including duplicate management, etc.
* Working with legal to ensure data collection and processing activities are in line with legal policies.
* Troubleshooting the issues raised by the platform end users.

Personal Details

Current Location : Bangalore, India.

Languages Known : Kannada and English.

**Place:** Bangalore

**Date:** 09**-** 02-2024 **(Ashwini)**