

Nikhil Aggarwal

Mobile: +91-9872077160 / +91-7986468541

E-Mail: Nikhilaggarwallive@gmail.com

LinkedIn: [linkedin.com/in/nikhilaggarwallive](https://www.linkedin.com/in/nikhilaggarwallive)

Address: Punjab, India

CAREER OBJECTIVE

Experienced marketing professional with 6 years in the Digital Marketing service agency sector. Proven expertise in consulting for marketing automation tools like Marketo and HubSpot. Seeking a challenging role to apply and expand my skills in Marketing Automation or related fields, contributing to company goals and growth.

CORE COMPETENCIES

- Technical Instance Audit Professional
- MarTech Consultation
- Lead Routing & MAP
- GDPR, CCPA & CAN-SPAM Implementation
- Strategy Formulation for LeadGen & DemandGen
- Database Management & Normalization
- Marketing & Sales Alignment
- Lead Scoring & Grading
- MarTech - CRM Integration
- Targeted/Personalized Campaigns
- Analytics & Reporting
- Instance/Admin Set-up
- Intermediate HTML skill (content update & alignment)
- End-to-End Campaign/Program QA & Execution
- Multi-Touch Attribution Model
- Microsoft Office (Excel, PowerPoint, Word)
- Instance Management
- In-House Inbound & Outbound campaign Management
- Technical Content Writing w.r.t Articles, Blogs, Case Studies, & Datasheets etc.

ACADEMIC BACKGROUND

- Masters of Business Administration in Marketing & Operations - Lovely Professional University, Jalandhar, India, 2017
- Bachelor of Technology (IT) – Lovely Professional University, Jalandhar, India, 2016

TECHNICAL SKILLS

- Marketing Automation/CRM Tools – Marketo, HubSpot, Salesforce, Dynamics 365
- Project Management Tools - Airtable, Asana, Basecamp, Monday.com, Teamwork, Zoho, Jira & Trello

CERTIFICATIONS

- 3x Marketo Certified Expert (Adobe Certified Expert-Marketo Engage)
- 2x HubSpot Solutions Partner
- HubSpot Marketing, Service, Sales Hub Software & Implementation

EMPLOYMENT HISTORY

Grazitti Interactive - Panchkula, India (On various Designations from March 2017 – till date)

Team Lead – Marketing Automation

Feb 2021 – Present

Roles & Responsibilities:

- In addition to previous roles & responsibilities, Handling the team of 4 to 5 resources at a time.
- Managing the day-to-day deliverables w.r.t turnaround time, Quality, etc.
- Creation of performance matrix for Marketo Instance performance in order to improve the execution and syncing speed.
- Worked on the EBR (Executive Business Report) & QBR (Quarterly Performance Report) for 2 - 3 clients
- Provided the Technical Consultation to the Marketo & HubSpot clients
- Aligning Marketing Automation tool with current Business model.
- Lead Segmentation for personalized Email Marketing Analytics & Reporting w.r.t Quarterly Performance of Marketing Campaigns.
- Instance Set up from scratch & worked on Project mgmt. tools
- Worked on Task & Ticket pipeline automation set up and Campaign Optimization for source tracking.
- Providing the technical support to majorly all HubSpot clients related to the new features
- Workspace/Business units Management in Marketo & HubSpot
- Technical maintenance w.r.t Lead Lifecycle and Lead Scoring, webhook, CRM Schema, Sales Insights etc.
- Formulation & implementation of custom solutions related to Lead and DemandGen Strategies & strategic formulation for Targeted Nurture & Standalone campaigns.

Sr. Marketing Automation Specialist

June 2019 – Feb 2021

Roles & Responsibilities:

- Handled various projects as project owner for 4 to 6 enterprise accounts.
- Worked on NPS Survey, Segmentation creation inside Marketo
- Conducted Marketo & HubSpot Instances audit for 7 - 8 enterprise clients and closed 5 - 6 via that audit.
- Troubleshooting the Marketo - CRM Sync issues for various Enterprise accounts.
- Setting up the Webinar campaigns and managing the analytics & report of post event outreach.
- Expertise in Migration from HubSpot to Marketo & vice versa.
- Maintaining the company profile on Marketo & HubSpot Communities.
- Troubleshooting the Marketo day to day lead activity tracking for different industries like Real estates, FinTech, Data Governance etc.
- Normalizing the forms and campaigns for tracking the Lead Source.

Marketing Automation Specialist

June 2018 – June 2019

Roles & Responsibilities:

- Worked on Planning and Strategies to promote Marketo/HubSpot services and expertise.
- Worked on Custom solutions in Marketo viz. Junk Data identification, Data Normalization.
- Implementation of Marketo Content AI blocks in the Emails for the enterprise client.
- Formulation of Migration plan for Marketo to HubSpot and HubSpot to Marketo.

Roles & Responsibilities:

- Handling the end-to-end internal marketing viz. Inbound & Outbound campaigns.
- Strategy formulation for Lead Lifecycle
- Implemented & Maintenance of internal company's Lead scoring.
- Internal Marketo Instance Management & ensure to maintain the Sync (up & running) with Dynamic 365
Implemented the GDPR.
- Worked on Dynamic Newsletter based on language and product specific.

ACHIEVEMENTS

- Star Performer for the Month
- Emergent Leader award
- Quarterly awards to the entire team