

Nisha. S

Google and HubSpot Certified Marketing Professional with 11 years of experience

Summary:

I am a Marketing professional who is results-driven with 11+ years of experience in developing and implementing highly effective marketing automation strategies. Proficient in creating and optimizing automated email campaigns, lead nurturing workflows, and behaviour-based marketing initiatives. Experienced in end-to-end digital marketing, content marketing, database management, email, social, creative and pre-sales. Proven track record of achieving and exceeding marketing KPIs and ROI.

Work Experience:

Email Marketing Automation Manager

Nov 2021 – Jul 2023

Cohesity | Regions - Global

Marketing Automation and Integration: Build, tested and integrated Marketo with event marketing platforms like splash That, zoom, On24 & database platform – ZoomInfo and informatica, & CRM tools like salesforce; real time lead sync between the platforms, implemented data workflows, automated email, data enrichment and cleansing; lead routing rules to assign leads to right sales rep in the salesforce with the help of leandata.

Email Marketing and CRM Integration: Manage end-to-end email campaigns, designed, creative and copywriting, audience segmentation, A/B testing, and implemented marketing strategies with industry best practices over 200+ campaigns to increase the open rate, CTR and CTOR, and resulting in 20% increase in lead gen, registrations and revenue (ROI) QoQ.

Lead Scoring and Nurturing: Planned, developed and executed lead scoring strategies based on behavioural, demographical, web and user activity; strategically executed lead nurturing campaigns for various services, industries and titles resulting in increase of 15% lead gen and conversions from MQL – SQL and to closed-won.

Campaign Planning and Execution: Partner with stakeholders, growth marketing, field marketing, corporate, product, creative and digital and sales team to plan the upcoming events, tradeshow and webinars, promo plan for email, social and thru vendors, set target audience, drive lead generation and revenue from the campaigns, track the plan and action in JIRA and asana calendar and measure and analyse the results to improvise the performance metrics

Automated Lead Capture: Developed the customized landing page to capture leads from multiple vendors by filling forms with leads info which automatically sync with salesforce resulting in time efficient (from 3 weeks to 10 mins)

Senior Email Marketing and CRM Lead

Mar 2019 – Nov 2021

NVIDIA | Regions – Global

Drip Campaigns: Developed and successfully implemented automated email campaigns and workflows in Marketo including welcome email, VIP program, GFN membership, reminder and follow up emails based on the preference center selection, abandon cart email campaign; personalized emails and dynamic content resulting in increasing the engagement and freemium to premium conversions.

Campaign planning and execution: Worked closely with product, web, design, content, digital and social team from planning the product launch, updates, upgrades to successfully executed 400+ campaigns including announcements, newsletter, promotional, cross sell and upsell, retargeting and seasonal campaigns.

A/B testing and Optimization: Conducted various A/B testing on the email subject line, content, design, template, time and customer segmentation; analysis the metrics and ROI from the campaign performance and purchase order to determine the winning email marketing strategy and optimize the campaign effectiveness.

Email Deliverability and IP Warming: Successfully executed China email campaigns with database size as ~4M and whitelisted 13 Ips with Tencent and other providers in China; resulting in increasing the delivery rate from 45 – 99% and engaged audience from 100K – 2.8M within 3 months.

Conversion Rate optimization (CRO): Successfully created the custom landing page for LATAM region with latest products listed in the site with order and notify me form; automated email and personalized content resulting in increasing webpage engagement and sale conversion.

Contact

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Skills

• Marketing Automation & AI:

Marketo, Salesforce, Hubspot, Zoho Campaigns, Mailchimp, ChatGPT

• Email Campaigns:

Drip campaigns, Lead scoring, Lead nurturing, A/B testing, Segmentation, personalization, mobile optimization, Workflows, Database management, campaign management, automated emails, engagement rate, lead lifecycle management

• Multi-channel / Omni-channel Marketing:

LinkedIn, Facebook, Twitter, Instagram, YouTube

• Data Analysis:

ROI Tracking, Campaign performance metrics

• Conversation Rate Optimization (CRO):

Landing page optimization, blog, CTA, re-targeting, workflow, AB testing

• Marketing Analytics:

Google Analytics, Tableau

• Event Marketing Platforms:

Splash that, Zoom, On24

• Database Management Platforms:

ZoomInfo, Informatica, Leandata

• Mobile Optimization and testing

Email on Acid, Litmus

• Social media listening

Hootsuite, Buffer, Sprout social, Brandwatch, mention

• Project Management Tools

JIRA, Asana, Zoho Projects

Certifications

- Google Digital Marketing
- Google Ads search
- Google Analytics
- HubSpot Inbound Marketing
- HubSpot Email Marketing
- HubSpot Marketing Software
- Advanced Digital Marketing Certification by DA360

Education Background

- MBA. IT and Marketing (2010-12)
- B. Tech.IT (2006-10)

Reporting and Analytics: Measuring and analysing the campaign results and shared the insights such as engagement rate, ROI, heatmap analysis, A/B testing, device metrics in Tableau Dashboard with stakeholders to make data driven decisions and enhance email marketing strategies and drive better results.

Senior Email Marketing Specialist

Jan 2017 – Mar 2019

Flatworld Solutions Pvt Ltd | Regions – Global

Market Research and audience identification: Led a team of 4 lead gen specialists guided them to identify the potential leads by doing extensive secondary research from LinkedIn, ZoomInfo; uploaded the qualified leads in HubSpot, and Zoho CRM and Campaigns; maintained the data hygiene with normalization and cleansing; increased database growth by 30% QoQ

Multi-channel Marketing: Worked with content marketing & creative team to create marketing collaterals; successfully implemented inbound email marketing strategies to drive the lead generation from emails and social media including LinkedIn, Instagram, YouTube, Facebook resulting in increasing the engagement rate, MQL and SQL by 35% QoQ.

Campaign Reporting: Analysed the campaign results by using Google analytics metrics; provided the detailed insights about the potential lead source, industry, campaign, region, digital platform which drives lead gen and revenue; provided recommendations to improve the campaigns for better results.

Business Analyst

Nov 2015 – Sep 2016

Springbord systems pvt ltd | Regions – Global

Requirement Gathering and Stakeholder management: Worked as a liaison between the client and technical team to understand the client's requirement, created project understanding document, proposals, identified the areas of improvement and recommend solutions and assist in project initiatives and implement changes in the real time.

Social media listening: Proficient in using social media tools like Hootsuite, Buffer, Sprout social, brandwatch to measure and analyse conversations, mentions, sentiments of the client's social profile and created human + automated report as a pilot project.

Marketing strategy and positioning: Implemented the end-to-end marketing strategy for the new service called 'Dynamic profiling' resulting in generating the leads from email, and social media marketing (SMM) by 10 - 15% QoQ growth rate.

Business Development consultant

Aug 2013 – Jul 2015

iCMG International LLC | Regions – Global

Social Media Marketing: Led a team of 10 business consultant guided them to drive website traffic thru LinkedIn Sales Navigator, generate lead, brand awareness, increase social engagement, identify potential opportunities, market research, copy writing and scheduling the post, creating buyer persona, track performance metrics and measure ROI.

Email Campaigns: Successfully implemented best marketing strategies by doing competitor analysis, industry research and trends, and market trends; created content for email and social; audience segmentation; deployed over 300+ campaigns in Zoho campaigns and CRM across regions resulting in increase of conversions by 25%.

Marketing Strategy: Successfully launched Self-paced training program to the global market thru all digital platforms resulting in 40 – 50% conversions.

Business consultant

Oct 2012 – Jul 2013

KISL Technology Centre Sdn Bhd | Regions – MEA and ASEAN

Market Research and Social Media Marketing: Conducted market research, industry trends, creating buyer persona, competitor research, content creation for social post and email; identifying the potential opportunities, accounts and contacts; implemented social marketing strategies to increase brand awareness and drive leads through LinkedIn.

Sales Funnel Management: Successfully executed telemarketing campaigns for MEA market resulting in a 60% increase in lead generation and 45% meeting conversions.

Cross-functional Team: Worked closely with a cross functional team, documenting the project understanding document, business proposals and initiatives, set the timeline of the project; established and maintained positive relationships with clients, ensuring their needs are met and resolving any issues or concerns in a timely and professional manner.