Aayushi Sharma

Marketing Automation - Marketo

Contact

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Skills

Marketing automation

Advanced

Software

Marketo

Advanced

Salesforce

Upper intermediate

Wrike

Upper intermediate

Workfront

Intermediate

I have over 5 years of professional work experience in the IT industry. As a certified Marketo professional, I possess hands-on expertise in Marketing Automation, Email Deliverability, CRM management, Analytics, and Reporting. I am currently seeking the best opportunity to invest in and further enhance my skills.

Work History

2022-02 - Current

Senior Infrastructure Management Specialist

UL Solutions India, Gurugram

- Managing Data present in Salesforce and Marketo
- Working on sync related challenges
- Integration of Marketo with different platforms
- Working closely with Sales enablement team
- Import lists into the Marketing Automation Platform
- Help Marketing Automation team with production work such as building tradeshow programs, webinar, WeChat webinar, live events, nurture programs
- Manage and execute marketing campaigns utilizing an integrated marketing automation platform (Marketo) and CRM (Salesforce) platform to drive growth
- Manage daily tasks and deadlines for varied marketing operations processes in the Workfront workflow management tool for efficient turn around of departmental projects
- Scheduling Invites and post event follow up emails
- Work with Data Privacy team, handling request related to data of customers present in Marketo and Salesforce
- Working on miscellaneous and ad-hoc task related to Marketo and Salesforce
- QA and testing for marketing production work

2021-05 - 2022-01

Marketing Automation Specialist

RingCentral, Bangalore

- Helping marketing automation event team in managing campaign workflows and dataflows.

- Prepare and import lists into the marketing automation platform
- Build and program webinars in Marketo and RingCentral Webinar
- Perform testing of emails, pages, and data as needed and on time
- Prepare emails and campaigns as needed and on time
- Report on campaign results: Registrations, Attendance, Clicks, Visits
- Investigate and make data changes and corrections
- Manage personal task list to launch campaigns on time and according to specifications
- Internal QA (Smart Campaign, Email, Form and
- Landing Page)
- Conduct training session and prepare presentations.

2019-10 - 2021-05

Technical Support Engineer - Marketo

Adobe Systems, MARKETO, Noida

- ON PAYROLL OF DIN ENGINEERING SERVICES
- Handling Marketo support cases.
- Knowledge about Email Marketing, compliance, deliverability, A/B Testing, reporting and bizible
- Working knowledge on integration with Marketo like GoToWebinar, LinkedIn Lead Gen Forms, Zoom webinar.
- Knowledge on Domains, CNAME, SPF and DKIM setup process.
- Expertise in Email Marketing campaigns, Landing pages and webforms.
- Handled support cases of Adobe Campaign and Adobe Experience
- Worked on Salesforce, Microsoft Dynamics and RightNow CRM.
- Worked on Adobe Parkaur-Xproject.
- Worked as system admin for Adobe Experience Cloud.
- Handled support cases of Adobe Campaign and Adobe Experience Manager..

2019-04 - 2019-10

Software Test Engineer

Etelligens Technologies, Noida

- Write and execute test cases
- Performed smoke testing, functional, regression and mobile application testing
- Worked with the development team and run the sanity test pack after each development
- Raising issues/bugs and managing JIRA tickets
- Providing training to the new joiners and giving an overview of project.

2018-03 - 2019-04	**Technical Support Associate**

Wipro Ltd, New Delhi

- Connectivity TCP/IP and LAN/WAN
- Routing and switching
- Working with customers to identifying problems and advising solutions
- Handled responsibility of installing, troubleshooting, upgrading, and maintaining different version of windows operating system
- Tools- SFDC, MSD, Service Now

2017-10 - 2018-03	**Technical Support Engineer**

Neron Informatics, kaushambi

- Worked on VOIP, SIP, and support of IPPBX and Gateway
- Connectivity TCP/IP and LAN/WAN
- Routing and switching
- Working with customers to identifying problems and advising solutions
- Handled responsibility of installing, troubleshooting, upgrading, and maintaining different version of windows operating system
- Product installation, upgrades, and configuration activities.

Education

2013-08 - 2017-08	**Bachelor of Technology: Computer Science and Engineering**

AKTU - GHAZIABAD

2012-04 - 2013-06	**Intermediate**

CBSE Board

2010-04 - 2011-06	*High School*

Certifications

Aced Marketo Certified Associate offered by Marketo, an Adobe Company, July 2020

Adobe Certified Expert- Marketo Engage Business Practitioner.

Email Marketing Certified by HubSpot Academy.

Lean Sigma Yellow Belt Certified.