

PANKAJ PADOLE

Sr. Marketing Automation Manager



ABOUT ME

Date of Birth : 30th Oct, 1986

Gender : Male

Contact :

Flat No.18, Laxmi Prestige,
Opp. to Swaminarayan
Temple, Ambegaon Khurd,
Pune- 411046

9970395974

 piyushpadole@gmail.com

Tools

- Marketo
- Zoho
- HubSpot
- Salesforce
- Google Analytics
- Google Adwords
- YouTube
- LinkedIn
- Facebook
- Woorank
- Spyfu
- Semrush

CAREER OBJECTIVE

To seek career challenges keeping in view my past achievements and future goals and to set new industry benchmarks in everything I endeavor.

SUMMARY OF SKILLS

Experience of more than 15 years in **Marketing Management, Marketing Automation, Project Management, CRM, Product Management, Branding, Digital Marketing, Web Content Management.**

- **Subject Matter Expert** on Marketo/Hubspot/Zoho Marketing Automation Plus/ Digital Marketing proactively driving best practice and adoption of marketing automation technology for operational excellence and ROI.
- **Strategic Planning:** Leading the marketing planning process, identifying key opportunities, ensuring that the marketing goals contribute to the company strategy and helping align stakeholders to priorities.
- **Leadership:** Leading the team of marketing automation associates, designers, SMEs and digital marketer. Supporting the Global Marketing Systems team with other tasks that enable the successful completion of technology projects if required.
- **Project Management:** Delivering high degree of competency with project management, including issues and risk identification and management, tracking; project roadmap, estimating, determining resource requirements, and defining delivery models.
- **Budget Management:** Tracking and reconciling spend, ensure optimal exploitation of the marketing budget.
- **Collaboration:** Working closely with the Sales Operations and Management team to ensure the implementation of coherent programs and processes.
- **Execution:** Designing complex campaigns and assisting on implementing and execution of advanced marketing automation programs for the global roll out.
- **System Management:** Administrating and optimizing the marketing automation system including regular system check-ups (proper functioning of emails, landing pages, marketing eligible database, campaign templates, and campaign flows etc.), while evaluating, implementing, and maintaining new technologies including add-on apps to improve campaign performance.
- **Process & Workflows:** Defining and documenting the functional and technical requirements for execution (developing, deploying, managing, tracking and measuring) of the automated campaigns, own the workflows and SLAs for processes such as lead scoring, lead routing, lead nurturing, A/B testing, deliverability, drip campaigns and trigger-based workflows.
- **Analytics and Insight:** Tracking and recommending data-driven optimization of campaigns to improve results; measure attribution from multiple customer touch points to present a singular picture of what is working.
- **User Support & Training:** Providing 2nd level user support and regular training on the best practices in marketing automation to regional marketing operations specialists and new starters in Global demand gen and field marketing.



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EDUCATION

- **Bachelor of Science in Computer Science** from Amravati University with 71.03% in 2007.
- **Executive MBA in International Marketing** from United Business Institute, Brussel, Belgium, Europe (Jaro Education) Pune with 62 %.

CERTIFICATIONS

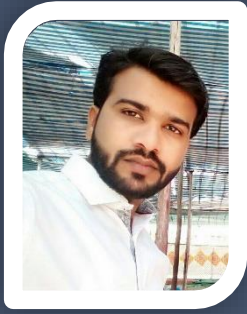
- **Adobe Certified Professional - Marketo Engage Business Practitioner**
- **HubSpot Marketing Software Certified**
- **HubSpot Inbound Marketing Certified**
- **Google Certified in Adwords and Analytics**

EXPERIENCE

Sr. Marketing Automation Manager | mLOGICA LLC, USA

From 19th Sep 2022 to Present

- Responsible for end to end marketing automation practice for all the BUs of mLogica.
- Integration with the aligned tools line Zoho CRM, Social Media Accounts, Zoho Meeting, Zoho Webinar, website etc.
- Set up new processes, Email/ Landing page templates, lead scoring, lead nurturing flow in Zoho Marketing Automation Plus.
- Design entire lead life cycle right from creating awareness, generating lead to delivering the marketing qualified leads (MQLs).
- Provide strategic direction to the content strategy team on the best ways to leverage digital channels to communicate messaging.
- Drive onboarding of new resources into marketing team.
- Manage digital marketing initiatives through SMM, SEM and SEO.
- Responsible for solving escalations and providing the right solutions to the team.
- Work closely with top leadership team and sales team to gather requirements, build, execute, and automate marketing campaigns that are timely and relevant to the recipients and maximize ROI.
- Continuously evaluate and suggest process improvements to expedite campaign production, maintain data hygiene, and lead subscription.
- Design, develop and maintain Zoho campaigns/programs: newsletters, webinars, in-person events, gated content, email blasts, nurture campaigns, lead scoring, Zoho sync.
- Develop checklist, requisite document, peer review document and QA process to ensure the quality.
- Generate various reports, analyze them on different KPIs, develop dashboards, graphs, PPTs of marketing automation outcome and present them to the top management.
- Administer marketing automation platform and manage the backlog and development sprints to support enhancements.



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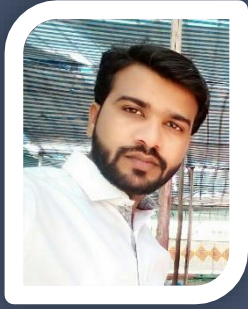
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Sr. Manager Marketing Automation | ETHOSH DESIGNS PVT. LTD.

From 4th Jan 2021 to 16th Sep 2022

- Responsible for overall project/client management of various marketing automation accounts.
- Set up the new processes, templates and new accounts of Marketo & Hubspot.
- Provided strategic direction to the content strategy team on the best ways to leverage digital channels to communicate messaging.
- Driven on boarding of clients/ new resources to the Projects.
- Managed digital marketing initiatives of clients through SMM, SEM and SEO.
- Responsible for solving escalations and providing the right solutions to the team.
- Worked closely with clients and stakeholders to gather requirements, built, executed, and automated marketing campaigns that were timely and relevant to the recipients and maximize ROI.
- Continuously evaluated and suggested process improvements to expedite campaign production, maintain data hygiene, and lead subscription.
- Designed, developed and maintained Marketo campaigns/programs: newsletters, webinars, in-person events, gated content, email blasts, smart campaigns, smart lists, nurture campaigns, lead scoring, SFDC sync.
- Developed checklist, requisite document, peer review document and QA process to ensure the quality.
- Generated various reports, analysed them on different KPIs, developed dashboards, graphs, ppt of marketing automation outcome and presented them to the top management.
- Administered marketing automation platform and managed the backlog and development sprints to support enhancements.
- Mentored/guided other(s) from the marketing team to effectively use the tool and ensured a competent backup is available.



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Marketing Manager | Officer- Corporate Relations |

SYMBIOSIS SCHOOL FOR OPEN AND DISTANCE LEARNING (SSODL)

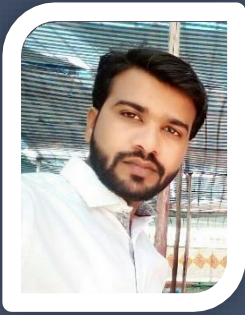
From 12th Oct 2016 to 18th Dec 2020

- Developed and effectively executed omnichannel marketing strategies through SEM, SEO, SMM and Marketing Automation (Marketo) to ensure annual marketing goals.
- Directed and managed various email blast, newsletters, social media, nurture, lead scoring campaigns with Marketo & Salesforce.
- Developed student, learning and vendor management tool with the help of IT team.
- Created and implemented web contents, digital marketing strategy to integrate with overall marketing tactics.
- Generated web reporting, analysis and dashboard development that demonstrate business impact of campaigns and can be leveraged to optimize content.
- Analyzed lead management model and identified areas for improvement including: lead delivery, rejected leads, recycle programs, and activity metrics.
- Built an analytics strategy to capture requisite data from marketing activities across the customer journey.
- Created and managed data cleansing programs in Marketo to ensure input of quality data.
- Provided administrative support for Salesforce & Marketo.
- Managed data synchronization with web, CRM (Salesforce) and Marketo
- Played a role of committee head of branding, marketing and sponsorships international conferences, events and nationals meets.
- Managed franchises across India.
- Co-ordinated with PR and digital marketing agencies for marketing activities.
- Designed and developed stalls designs, brochures, marketing collateral, flyers, posters, promotional incentives for branding purpose.
- Responsible for Corporate tie ups with companies and institutions.
- Led & trained the admission counsellors team with the necessary technical expertise to enable them to sell the academic courses and programmes.

Product Manager | **PRIDEX MEDICARE PVT. LTD.**

From 7th July 2014 to 30th Sep 2016

- Executed Marketing Automation (HubSpot) campaign strategies to achieve the company's mission and objective along with revenue generation, profitability and growth of an organization.
- Directed brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and Tradeshow marketing.
- Designed stalls, brochures, marketing collateral, flyers, posters, promotional gifts for branding purpose. Developed corporate and internal marketing communications.
- Managed web content (Product, Price, Schemes updating of the website).
- Developed digital marketing content and ensured implementation through SEO, SMO, SEM & Email Marketing.
- Provided overall marketing support to the sales team and the other departments of the company. Trained the sales team with the necessary technical expertise to enable them to sell the product. Co-ordinated with production team to discuss the quantity required for next year & suggested qualitative changes in production.



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Executive Sales and Market Development

CHIRON PANACEA VACCINES PVT.LTD. [NOW ITS PANACEA BIOTEC LTD.]

From 1st Feb 2010 to 2nd July 14

- Generated sales, promoted brand and marketed vaccines products.
- Arranged CMEs and camps on the different topics by inviting speakers from different backgrounds & conducted the training programs on vaccine administration for paramedical staff.
- Prepared market surveys, reports on competitor's strategies etc.
- Achieved sales target set by the company.
- Maintained and updated the market research and sales reports.
- Built and maintained relationships with the customers and suppliers.

Marketing Executive | LUPIN LTD.

From 14th Jan 2009 to 30th 2010

- Educated the advantages of drugs of the organization to customers and other medical professionals
- Developed and maintained relationships with prospective and existing customers, partners, vendors, press and analysts.
- Organized conferences, CMEs and camps to describe new products and developed sales approach
- Achieved yearly sales target and closed sales on time.

Process Executive | Infosys

From Sept 2007 to Jan 2009

- Managed contract management of Cisco as a client.
- Used to contact the customers through e-mails, get the information of contracts.
- Maintained the quality and productivity in the process.

CAREER ACHIEVEMENTS

- Special appreciation received from the management of Ethosh for handling the critical client accounts with negligible escalation rate and received a 30% hike in the salary internally 2021-22.
- Consistently got an A grade in annual appraisals and appreciation for the best performance by Symbiosis Management in 2016-2017 ,2017-18 and 2018-19.
- Best performer award by Symbiosis for achieving sponsorship worth 50 lacs for an International conference of 1 cr. in 2017.
- National Topper Award for Polprotec (Injectable Polio Vaccine) by CPV Pvt. Ltd. with 150% Achievement & 100% Growth in Target.
- Best Performer of the Year 2013 by CPV Pvt. Ltd.
- Top year performer for 120% Achievement & 40% Growth in target during time with Lupin.
- Ramp award with Infosys for the Highest Productivity with maintained Quality.