

# Sachin Kaushik

## PROFILE

Experienced and energetic Marketing automation expert with over seven years of experience effectively managing marketing projects from conception to completion.

I am a competent and dynamic learner with a solid foundation in many Marketing tools such as HubSpot, Marketo for lead generation and campaign management etc.

## ADDRESS

H No.143 Road no. 4  
Mahipalpur  
Delhi 10037

## PHONE

9999051144

## EMAIL

Samkaushik1986@gmail.com

## EXPERIENCE

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### AUG 2022 - PRESENT

[Lead Marketing Automation | Micronetbd | Remote](#)

#### About company

Micronetbd is a US based marketing agency focuses on marketing architecture. I am responsible for leading a team of 6 people to complete the client's requirement and ensuring the level of quality work.

#### Job Profile:

- Create various types of campaign like nurture, webinar, email, and tradeshow.
- Lead weekly client meeting and client point of contact.
- Ensuring the quality of work without any error
- Responsible for overseeing and implementing marketing automation strategies.
- Work closely with marketing team to develop and execute automated marketing programs.
- Work with client to review the scoring and lead lifecycle campaigns.
- Collaborate with cross function teams such as content and design team.
- Training and support for internal resources.

March 2019 - Aug 2022

[Sr. Marketing Automation Expert | Zscaler infotech | Mohali](#)

#### About company

Zscaler is a growing company in cloud information security. I was responsible for creating campaign for United States region.

#### Job Profile:

- Work with internal stakeholders to create campaigns.
- Creating reports and dashboards to optimize the campaigns.

- Work with Product marketing team to lay down marketing plan for any upcoming product feature.
- Setup and launch C-level/leadership webinars and email campaigns.
- Ensuring the marketing campaigns are executed within TAT and as per the corp guidelines.
- Take part in data hygiene strategies and implementation.
- Create reports to optimize marketing efforts.

**JAN 2017 - NOV 2018**

**Senior Campaign Analyst | Wunderman International | Gurgaon**

About Company:

Wunderman International is a marketing consulting service provider. I was responsible for creating and launching marketing campaigns for the US and LATAM region.

Job Profile:

- Creating and launching diverse types of campaigns like webinar, email.
- Creating marketing assets like landing page, emails, and automation setup.
- Perform RCA for non-performing campaign.
- Understanding requirement of marketer and provide them solution through Marketo features.
- Cascading the weekly meeting update from Global team.

## **CERTIFICATIONS**

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### **Completed Digital Marketing Course from Digital Vidya**

Jan 2015 - March 2015

Completed Digital Marketing Course from Digital Vidya.

### **Inbound Marketing and HubSpot Software Certifications**

Jan 2016 - Jan 2017

Completed Inbound Marketing and HubSpot Software certifications.

### **Marketo Expert Certification**

Jan 2018 - Jan 2020

Completed Marketo Expert certification in 2018.

## **MARKETING TOOL EXPERIENCE**

Over the period, I have worked on various marketing tools:

- Marketo: A well-known marketing automation platform
- HubSpot: A well-known Inbound Marketing platform
- Salesforce: A reputed CRM platform
- On24: for hosting webinars
- Klaviyo: for email marketing

## **EDUCATION**

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### **BA from MBU (Manav Bharti University)**

March 2009 - March 2012

I completed a Bachelor of Arts from MBU in 2012.

### **Senior Seconder School from Haryana Board**

Jan 2003 - Jan 2004

I completed Senior Seconding education from Haryana board in 2004.

## **DECLARATION**

I hereby declare that the particulars given above are true to the best of my knowledge.