

## Md. Rafi Siddique

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### CAREER HIGHLIGHTS

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- Substantially increased sales by creating campaigns that targeted the right audience at the right time. Achieved maximum ROI through Marketing Automation (using tools Oracle Eloqua, Responsys and Marketo).
- Spearheaded the organization operation setup and expansion in India for current organization.
- Highly appreciated for providing analytic driven strategic interventions to HCL's Senior Management of Marketing Division.
- Achieved significant growth in effectiveness of Lead Management through implementation of new program within HCL resulting in growth in conversion rate and overall business.
- Have been socially recommended and appreciated by clients for dedication, creativity and services provided.

### PROFESSIONAL PROFILE

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#### January 2018 – Present

#### Senior Software Consultant – Marketing at RiDiK Pte Ltd, Singapore

##### Core Responsibilities:

- Doing Implementation of Oracle Marketing Cloud and developing an acquisition plan for target markets that include the creation of campaigns, digital marketing optimization, social media programs, continuous performance and measurement of ROI for each tactic to ensure budgets are spent wisely.
- Develop integrated marketing campaigns to support business goals, doing reporting and tracking of campaign performance through Eloqua, Google Analytics, and Website, tracking codes and others as appropriate.
- Share best practices and experiences and provide training to marketing automation team.

#### April 2016 – December 2017

#### Senior Eloqua Consultant – Marketing at Agile Consulting Pvt Ltd, Gurgaon, India

##### Core Responsibilities:

- Providing marketing automation strategy, planning, measurement, optimization, consulting, implementation and execution services to the marketing automation team (using Oracle Eloqua & Oracle Responsys tools).
- Establish and maintain scalable processes that ensure best practices in campaign and lead management.
- Work with other team members in marketing and sales to support specific initiatives, customized communications and channel segments.
- Lead the tactical implementation of digital media, email marketing, local search and campaign management.



**June 2015 – March 2016**

**Digital Marketing Automation Manager at Marmato Consulting LLC, Orlando, Florida**

**Core Responsibilities:**

- Work as SME for CRM Tool (Oracle Eloqua, Marketo) implementation, Social Media marketing, Lead generation & Nurturing, Campaign Segmentation and Execution.
- Assist in Strategizing, Planning and Lead execution/implementation of automation of Digital Marketing campaigns and manage different aspects of the campaigns including budgeting, forecasting, accruals, monitoring and reporting and ensuring implementation of best practices in campaign and lead management.
- Create and maintain KPI reports on marketing and sales activities, effectiveness, and business impact.

**July 2014 – July 2015**

**Associate Manager - Corporate Strategic Marketing at HCL Technologies**

**Core Responsibilities:**

- Acting as liaison between organization and external vendors and leading the transition strategy for implementation the Oracle Eloqua Marketing Automation Platform.
- Strategizing and successfully implementing new Lead Nurturing Program within organization to maximize the effectiveness of marketing automation to drive both quantity and quality of leads and increase conversion rates to opportunities.
- Working closely with the cross-functional business units, marketing team to plan, design and implement online and offline marketing campaigns.

**June 2013 – July 2014**

**Verticurl Pvt. Ltd, Coimbatore as Team Lead / Sr. Product Consultant**

**Core Responsibilities:**

- Worked on strategizing and managing execution/implementation of marketing campaigns, Lead Generation & Nurturing for various global clients in **APAC, North America and EMEA** regions.
- Lead implementation of multiple **Eloqua 9, Eloqua 10, Responsys** and **Marketo** based solutions to achieve optimal utilization of resources and reduce the project and operation cost to maximize ROI.
- Automation of KPI reports generation and publishing for senior management of client to monitor ROI and strategize future campaigns.

**Dec 2010 – May 2013**

**RightWave Info Solutions Pvt. Ltd. as Senior E-Marketing Consultant**

**Core Responsibilities:**

- Primary point of contact for all communication between the internal technical team and the customer's marketing team, providing necessary expertise in translation of requirement, implementation details and reporting on all active projects, ensuring complete transparency on all development activities.
- Managing and administering end to end delivery and continual support for customer's marketing campaigns – automating their tasks, tracking their marketing calendar, setting up and executing their marketing campaigns along with delivering daily updates and reports on status of active campaigns.



**June 2010 - Dec 2010**

## **SanjogSangini Matrimonial Services as a Web Developer**

### **Core Responsibilities**

- Develop and maintain corporate intranet and internet websites.
- Manage all client relationships and develop web-based application for corporate clients.

### **ACADEMIC CREDENTIALS**

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- **Post Graduation** – Master in Computer Application (MCA) in **2010**, from **Institute of Management & Research, Ghaziabad**(affiliated from U.P.T.U).
- **Graduation** – Bachelor in Computer Application (BCA) in **2006** from **United Institute of Management, Allahabad**(affiliated to V.B.S.P.U).

### **CERTIFICATIONS**

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- Partner-Level 1 Certification-Eloqua 9
- Partner-Level 1 Certification-Eloqua10
- Oracle Eloqua Implementation Specialist
- IBM Silverpop Engage Fundamental Certification
- Marketo Certified Expert
- Hubspot Inbound Marketing Certified
- Google Analytics Certification
- Google Adword Certification
- Google Product Shopping Certification
- Google Mobile Advertising Certification
- Bing Ads Accredited Professional Certified

### **PERSONAL VITAE**

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- **Passport Number:** P8565629
- **Date of Birth:** Feb 23,1985
- **Address:** 8/462, 101C, Punggol Field, Singapore
- **Languages Known:** English, Arabic, Hindi & Urdu

