



# Sarin S Nair

## MarTech Expert

With 9+ years of experience and working with clients and colleagues from across the globe - USA, UK, Canada, Australia, Singapore and Dubai, my focus is to empower organizations to achieve success, innovation, and business value through Marketing Automation and Digital Marketing.

I'm a passionate and technically-skilled marketing automation consultant committed to building trusted relationships with organizations, clients and vendors.



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### SPECIALIZATIONS

- Marketing Automation
- Email & SMS Marketing
- Automated Workflows
- Customer Journey
- Dynamic Content
- Demand Generation
- Lead Generation
- Social Media
- A/B Testing
- Integration
- Team Building & Leadership
- Project Management
- Consulting & Training
- Setup and Migration
- Reporting & Analytics

### PLATFORMS

**Marketing Automation:** Marketo | HubSpot | Pardot  
**CRM:** Salesforce | Microsoft Dynamics | Close  
**Digital Marketing:** Facebook Business Manager | Google Ad Manager | LinkedIn Campaign Manager  
**Personalization:** Adobe Target  
**Email Marketing:** Mailchimp | SendGrid | Sendinblue | EmailOctopus  
**SMS Marketing:** SMS Global  
**Webinar:** GoToWebinar | Zoom | Webex  
**Testing:** Litmus | BrowserStack | | LambdaTest  
**Project Management:** Asana  
**Chatbot:** ManyChat  
**Landing Page:** Unbounce  
**Website:** Wordpress | Wix | Webflow  
**Social Media:** Hootsuite  
**Design:** Adobe Photoshop | Canva  
**Analytics:** Google Analytics  
**Others:** Formstack | FormAssembly | SurveyMonkey | Biteable | Microsoft Teams | Slack | G Suite | Office 365 Business

### EXPERIENCE

**Marketing Automation Manager** **Nov 2020 to July 2022**

Navitas

- Lead a team of marketing automation experts to execute best in class marketing automation.
- Analyse and interpret what behaviours and patterns make customers successful and more likely to be retained by the company.
- Establish closed-loop analytics to understand the metrics at which our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Participate in creating a strategy for lead nurturing through a mix of content and calls-to-action.
- Support the execution of integrated marketing programs through our marketing automation platform, including programs for email marketing and lead nurturing campaigns, landing pages, CRM and contact management, segmentation, analytics and reporting and other programs to ensure all marketing activities are trackable and measurable.

- Optimize marketing automation and lead nurturing processes through email, content, landing pages and social media channels.
- Monitor industry trends, competitive intelligence and market conditions.
- Keeping abreast of new trends and apply best practices in inbound marketing.
- Collaborate effectively with stakeholders across teams.

**Marketing Manager****May 2020 to Nov 2020****To The New**

- Consulting, implementing and delivering marketing automation projects for clients.
- Automation: Define the strategy and implement processes for marketing campaigns, including nurturing, scoring and qualification, lead routing and configuration with other marketing tools.
- Asset management: Create resources such as emails, landing pages and forms.
- Analytics: Design dashboards and reports, track campaign KPIs and ROI.
- Databases: Manage email deliverability, data hygiene, data standardization. Configure database integrations with 3rd party tools/vendors.
- Implementations: Design client systems, in conjunction with practice leader and project manager.
- Integrations: Connect the marketing automation instances with CRM systems, WCM systems, and related digital marketing tools and systems.
- Client and team management: Mentor junior members of the marketing automation practice.
- Manage meetings with clients and ensure client satisfaction through high-quality customer experience.
- Sales support: Help sales teams to prepare proposals, do estimations and evangelize marketing automation to prospective clients.

**E-Marketing Campaign Manager****May 2015 to May 2020****Navitas**

- Manage the Marketo team - build, test and launch campaigns including emails, landing pages, automated workflows and all other associated collateral as necessary.
- Marketo Administration - User Access Management, Integration and Domain Management.
- Marketo optimization and setting up best practices for the team.
- In consultation with the Salesforce Admin, streamline process flows, provide feedback and investigate/troubleshoot issues.
- Develop digital campaign strategy for various business units.
- In consultation with the Analytics and Insights Specialist, manage reporting on all campaigns executed, share results and make recommendations for improvement.
- In consultation with the Head of User Experience, manage A/B tests on campaign collateral as required. Monitor the performance of A/B tests to continuously build on the success of winning variations.
- Liaise with the Digital Marketing team and manage campaigns on Facebook, Instagram, Google, LinkedIn and others platforms.
- Assist the Marcomms team with the management of campaign inbox requests and liaise directly with staff from across the Navitas group as required.

**Marketing Automation Consultant****Nov 2014 to Apr 2015****Selling Simplified**

- Build emails, landing pages and forms in Marketo.
- Test email/landing page templates across various browsers/e-mail clients
- Data uploads in Marketo/SFDC.
- Deploy email campaigns.
- Set-up automated workflows.

## EXPERIENCE

- Create reports in Marketo.
- Implement marketing automation processes.

### Associate Senior Quality Analyst

May 2013 to Nov 2014

#### Info Edge

- Test microsites, emailers, banners and landing pages for browser and mobile compatibility.
- Execute online marketing campaigns.
- Coordinate with the design and development team for fixing bugs.
- Create email, banner, microsite and landing page reports.
- Suggest process and system improvements.
- Analyse and create bug reports.

### Electronic Marketing Consultant

Sept 2012 to May 2013

#### RightWave

- Test emailer compatibility using Litmus.
- Generate email and lead reports for clients.
- Set-up email and event campaigns using Marketo and in-house software.
- Lead management in SFDC.
- Set-up webinars in Webex.
- Build emails, landing pages and forms in Marketo.

## EDUCATION

### Professional Diploma In Digital Marketing

2017

NIIT Imperia

### Master of Computer Applications

2012

Dr. A.P.J. Abdul Kalam Technical University

### Bachelor of Computer Applications

2009

Mahatma Gandhi University