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| **EMPLOYMENT HISTORY** |
| **CRM and Marketing Operations Manager,** Uberflip, Toronto, Canada 02/2017 - present,* Manage and amalgamate data from multiple sources, maintaining consistency and integrity of the database
* Manage Sales, Customer Success & Marketing team use of Marketing Automation Platform (MAP) and CRM for sales/prospect data
* As Salesforce admin, maintain data integrity and alignment with sales process
* Develop and manage new and existing management reports
* Execute the creation of ad hoc queries, exporting data and maintaining distribution lists using the MAP and CRM tools as needed
* Ensure a high level of end-user training and technical support is provided to MAP/CRM users
* Coordinate with key members from the Marketing, Sales and Customer Success teams regarding any issues with the Uberflip databases
* Support marketing and sales efforts through data manipulation and analysis

**Email and Marketing Automation Lead Consultant,** Marketing Automation Canada, Toronto, Canada 07/2014 - 01/2017,* Worked cross-functionally with product, creative, and marketing communication teams to develop, design and execute campaigns from end to end. Increased open rates for clients by 5% to 12%.
* Responsible for the execution of marketing campaigns for Eloqua, Salesforce, Pardot, Marketo, MailChimp and My Emma, including both B2B and B2C. Implemented UX practice across emails and landing pages using Unbounce and Litmus for usability and conversion.
* Drove a 30% YoY increase in sales accepted leads within the first six months and a 67% increase in the first year for a client. Carried out extensive A/B and Multivariate Testing using Marketo, Pardot and Optimizely.
* Exceeded quarterly MQL and SAL goals by over 20% in every quarter for clients in the education and health care vertical.
* Delivered highly complex Marketing Cloud implementations with multiple business units, publication lists and integrations.
* Presented complex data in an easily digestible manner to VPs, Directors and C level executives. Lead discovery calls, idea initiation processes, concept brain storming and training sessions with clients.
* Integrated social media platforms to ESPs, CRMs and leveraged user-level social data to build an informed automated marketing strategy.
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| **EDUCATION** |
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| **Intro to Front End Web Development,** Bit maker Labs, Toronto, Canada 11/2014 - 01/2015, | **MSc in International Marketing Management,** University of Leeds, Leeds, United Kingdom 09/2008 - 09/2009, | **Bachelors in Business Administration,** Birla Institute of Technology, Manama, Bahrain 09/2005 - 08/2008, |

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| **SKILLS** |
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* Exploring distant lands
* Getting lost in a good book
* Every kind of sport
* Capturing moments
* Feeling the music
* PS games