



# Srujan Vishwanath

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## Work experience

FireEye 

July 2014 — Present

Marketing Automation Specialist

- Multi-talented marketing automation expert, experienced at using marketing technologies to drive and optimize demand generation strategy & tactics
- Part of FireEye's Global Demand Generation Center and responsible for executing global marketing campaigns using Marketo and Salesforce.com
- Specialties: Marketing automation, advanced lead nurturing, digital marketing, demand generation, campaign metrics and reporting, web marketing, user interface design, information architecture, visual design, usability testing, web analytics
- Work around the intricate details of Marketo which include and not limited to developing emails and landing pages, build smart campaigns and smart lists and use them effectively in deploying the programs to the exact target audience
- Provide constant feedback to stakeholders and program managers on the performance of a campaign and suggest industry best practices like varying subject lines for next sends and adopt proven techniques
- Set up programs ranging from Emails, Events, Newsletters, Offers, Webinars, Online Media and Online Advertising and also Nurture programs in Marketo for each campaign
- Responsible for executing the transition from traditional Marketo templates to responsive and mobile friendly Marketo email templates
- Responsible for setting up the APIs between Marketo and webinar platforms including and not limited to Cisco WebEx, Intercall and BrightTALK
- Implement Marketo best practices on a day-to-day basis and optimize the progressions and flows of any campaign and obtain the results at premium
- Work closely with the Global vendors and APAC teams on developing our famous FireEye InsideEye Newsletter issue on a quarterly basis and headed the design transition change during Q1 and Q2 of 2015
- Handle the List Import and Lead Database feature of Marketo and maintain the database as per company standards
- Set up effective A/B testing methodology and suggest the best outcome to the program managers for effective deployment of programs

Easy Email Solutions

Marketo Consultant



November 2015 - Present

Worked with 10 clients across domains ranging from start-ups to mid size companies and helped them set-up their Marketo and Salesforce instance

- Responsible for setting up and executing the integration between Marketo and Google Analytics for a leading healthcare cost containment solution company in the US
- Worked on setting up the utm\_source, utm\_medium and utm\_campaign metrics for a leading healthcare client.
- Conduct training sessions on various concepts of Marketo to the Marketing Execution team based out of Canada and help them understand the technology better and implement the best practices.
- Expanded the social presence of a Marathon hosting company which is based out of Chicago by growing it's Twitter follower base by 285% and Facebook follower base by 793%

Aryaka Networks 

July 2013 — June 2014

Demand Generation Executive

Sales Profile:

- Involved in the lead research in qualifying and generating leads for WAN Optimization and Network as a Service(NaaS) primarily for the American market through the use of many CRM tools like Salesforce (SFDC)
- Prospecting with Manager/Director/VP/CXO Level leads with Product/Service offerings and deliver proposition through Cold Calling and Emails
- Understanding of the functioning of MPLS and IPVPN and also other CDN providers and uniquely positioning WAN Optimization offering of the company.
- Involved in preparing client videos and customer win summaries for the purpose of promotion and further presentations.

Marketing Profile:

- Work closely with senior marketing counterparts to Create, Develop, Manage and Deploy content marketing strategies that grow brand awareness.
- Perform Weekly & Monthly email campaigns & blast using the Marketo tool by Vertical, Title, Regions etc.
- Managed corporate digital marketing initiatives including website redesign, development of search engine optimization strategy.
- Working closely with the Sales Team to ensure the SLA is met.

## Certifications

- HubSpot Certified Inbound
- Google AdWords Certified
- Marketo Certified Expert

## Education

Masters of Business Management (MBA)

August 2011 — June 2013

PES University

- Stood first in 3 of the 4 semesters
- Obtained a PPO (Pre-Placement Offer) from the company I did my internship in
- Participated in Management Fests
- Was head of the Business Quiz department

Bachelor of Business Management  
PES University

August 2008 — June 2011

- Represented my college in National level Business Quiz events Chief
- Organizer of VISTAS, a Management fest of PES University

## Interests

- I like writing blogs about my road trips adventures
- Hosting quiz shows locally
- Stand-up comedy

## References

References available upon request.