



## PROFILE

A Marketo certified professional with over 10 years of experience in B2B marketing. As a marketing automation professional, I help B2B organizations spread and scale their products/services by creating and executing integrated sales and marketing strategies that deliver.

## CONTACT

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[nongalei@gmail.com](mailto:nongalei@gmail.com)

## SKILLS

- Marketing Automation
- Marketing Campaign Management
- Campaign ROI Tracking and Analysis
- Scripting Languages: HTML5, CSS3.
- Targeting & Segmentation
- B2B marketing
- A/B Testing
- Responsive Emails
- Lead Nurturing
- Lead Scoring
- Dynamic Emails
- Drip Nurture programs
- Project Management
- Data hygiene
- Vendor management

## CERTIFICATION

**Adobe Certified Expert – Marketo Engage Business Practioner**  
Dec 2021 - Dec 2023

**Marketo Certified Expert**  
Apr 2019- Apr 2021

# NONGALEI SORAM

## WORK EXPERIENCE

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**Genpact: Manager, Business Transformation & Automation**  
**February 2020 - Present**  
**Function: Growth Operations**

### Global Strategy Development:

- Work with Marketing leadership to conceptualize demand generation, nurturing and scoring strategy globally.
- Develop and document MAP processes, programs and procedures to increase effectiveness and on-time delivery, reduce SLA time, increase quality, and stakeholder satisfaction.
- Develop the integrated ecosystem for global Omni-channel demand generation campaigns that help to create a pipeline.
- Define strategies for improving opt-in rates, ensuring high deliverability, and crafting effective email messages in alignment with the brand

### Campaign Management:

- Design and manage the marketing campaigns that drive top-of-funnel growth ~MQLs increased by 50%
- Maintain workflows to ensure compliance with permission-based marketing, CAN-SPAM, and GDPR regulations.
- Strategize, plan, design, and execute lifecycle campaigns, managing targeting criteria, list segmentation, campaign health monitoring, and post-campaign analysis.
- Analyze campaign performance data, leveraging insights to drive continuous improvements

### Marketing Technology Stack:

- Refine and integrated digital channels to gain deeper insights and improve the customer journey. Assess the value of current marketing ecosystem and channels and plan the upgrades
- Manage and deliver the marketing technology stack to solve the business problems, collaborate with key stakeholders to identify gaps in current processes and optimize the workflows to increase the marketing and sales productivity
- Maintain Marketo integration with Salesforce.com and manage the integration of additional platforms into MAP like Zoom, Idio, Clearbit, Bizible, 6Sense

### Team Development:

- Team Leadership: Manage a global team of 4 consultants and offsite vendor team, fostering a collaborative and innovative work environment that consistently exceeds performance

Credential ID: 12822362

### **HubSpot Email Marketing**

Sep 2022 - Oct 2024

Credential ID

06e22f7061a84908a90e9606b1cc8398

### **Cvent Event Management**

Dec 2020 - Dec 2022

### **SOFTWARE & TOOLS**

- Marketo
- Cvent
- Dreamweaver
- Sketch
- Salesforce
- Project management :JIRA, Clarizen, Monday.com
- Webinar Platform: ON24, WebEx, Zoom, Vario
- MS Excel, Google Sheets
- DefJam
- FormBox
- DOMO
- Allocadia
- Idio
- OneTrust
- Contently
- Bizible
- Clearbit
- 6sense
- Convertr

### **AWARDS:**

- Team Player Award in Jan 2018 Cvent Annual Companywide
- Best Team Award 2015
- 2020 Marketing Ops Excellence Award – Genpact
- 2021 Silver Excellence Award Q4 – Genpact
- 2022 Extra Miler Award Q1- Genpact
- 2022 Gold Excellence Award Q4- Genpact
- 2023 Stellar Gold Excellence Award- Q1

targets.

- Coach Marketo best practices to marketing team members to become self-serve in

### **Accenture : Application Development Senior Analyst**

**January 2019 – February 2020**

**Project – Google**

- As a marketing automation consultant, I built, tested and deployed 15-30 emails on a weekly basis using Marketo for different Google Brands – Think with Google, Best Practices & Grow with Google (handling EMEA & APAC markets)
- Developed Marketing automation campaigns ( including drip, nurture, batch & trigger campaigns) that supported Google's marketing strategy & pipeline goals.
- Optimized existing email templates to make them mobile responsive and modular.
- Liaised with onshore stakeholders and Product Marketing Managers from different regions to achieve Google's marketing targets.
- Optimized campaign performance through A/B testing, lifecycle management, personalization, as well as through creative and dynamic content management.
- Conducted extensive QA to ensure Google branding standards are met across various devices & platforms.
- Independently managed approval process, ensure proper distribution lists are used.
- Lead offshore team of 4 members

### **Cvent: Senior Campaign Associate**

**January 2016 –November 2018**

**Industry: SaaS/IT**

- As a senior campaign associate, I worked on campaign planning, built, execution of integrated marketing campaigns that are aligned with Cvent's positioning, voice and branding via Marketo & Cvent.
- Setup, test, deploy, monitor, track and report on Marketo programs and campaigns for email, webinar, tradeshow, advertising, blog, social media, and website activities for all regions – US ,UK, EMA, APAC.
- Managed all aspects of prospect and customer email marketing strategy for Event UK region & Hospitality cloud from conception through campaign development and post-deployment analysis including email deliverability, and analysis in support of strengthening the prospect and customer relationship.
- Develop strategy of trigger-based email campaigns including acquisition, onboarding, retention, win back & account based marketing.
- Analyze campaign performance, summarize key insights and prepare trend reports for Quarterly business review.

### **Cvent: Senior Product Consultant**

**March 2013 – December 2015**

**Industry: SaaS/IT**

- Designed HTML emails & websites and via calls, emails or screen sharing at all stages of the event cycle.
- Created opportunities for upselling & cross selling products to clients based on their requirements.
- Documented client interactions in Salesforce.

## EDUCATION

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**MBA | University School Of Management Studies,  
Guru Gobind Singh Indraprastha University | 2017-2019**

- Major: Marketing
- CGPA: 7.5

**B. Tech | Anna University, Chennai | 2008-2012**

- Major: Information Technology
- CGPA: 7.85

**AISSCE | Happy Model School, New Delhi | 2005-2007**

- CGPA: 79.2%
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