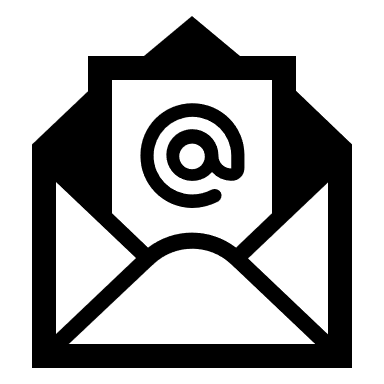
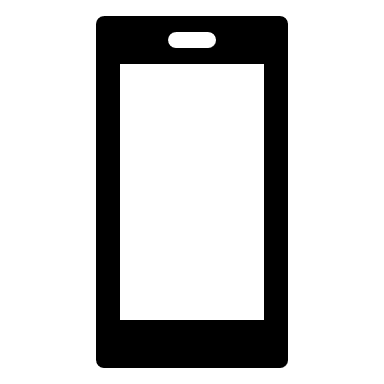
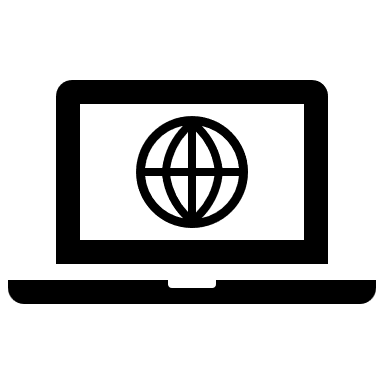
Ed Rayyis

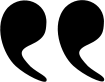
MARKETING AUTOMATION SPECIALIST

Image result for linkedin icon

[(646) 745-6405](tel:+1-646-745-4605) [EDRAYYIS@GMAIL.COM](mailto:EDRAYYIS@GMAIL.COM) [LINKEDIN.COM/IN/RAYYIS](http://LINKEDIN.COM/IN/RAYYIS) [WWW.RAYYIS.COM](http://WWW.RAYYIS.COM)

A top-performing Digital Marketing Specialist with 22 years of experience, I have a proven track record of delivering highly effective automation campaigns by combining digital strategies and traditional marketing. I bring a strong expertise in providing innovative concepts to both large and small organizations, and leveraging new technologies across web and mobile platforms.

With a deep understanding of application architecture and implementation, I thrive in a results-oriented environment and pride myself on being a team player. As an out-of-the-box thinker with a strong creative and developer background, I consistently seek new ways to optimize digital marketing efforts and drive measurable results.

*"After 4 years of digital management, revenue increased by over 240% –* **WUNDERMAN***"  
 "***ADIDAS** *2006 World Cup - Gold Campaign Award for best integrated digital campaign"*

*"***MICROSOFT** *Anti-Piracy direct marketing campaign, GOLD - Golden Globe Lions Award in Cannes, France”  
” By optimizing digital marketing efforts, measurable results and robust lead lifecycle improvements year over year –* **CETERA***"*

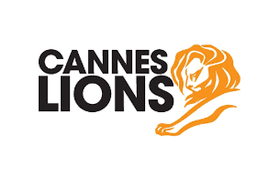
*"***MARKETO** *specialist and trainer, developed & executed email campaigns for fortune 500 companies"*

**EDUCATION | SKILLS | AWARDS**

**CERTIFICATION** **EDUCATION**

 European University Cyprus - 1999 Business Administration & Marketing

**AWARDS**

****

**- GOLD** - Best Digital Campaign - **Adidas**

**- GOLD** - Direct Marketing – **Microsoft**

**SKILLS**

|  |  |  |  |
| --- | --- | --- | --- |
| **STRATEGY** | **TECHNOLOGY** | **AUTOMATION** | **DEVELOPMENT** |
| Digital Strategy  Marketing Strategy  Creative Strategy  Lead Lifecycle  Analytics & Reporting | Adobe Tech Stack  SalesForce  Marketo Engage  Microsoft Tech Stack  HubSpot | Campaign creation  A/B Testing  Architecture Design  Lead segmentation  Data Modelling | HTML | CSS | XML  Databases  Velocity Scripting  Java Scripting  API Development |

**PROFESSIONAL EXPERIANCE**

**MARKETING AUTOMATION SPECIALIST** (Marketo) **– REMOTE – INDEPENDENT CONTRACTOR SEP 2020 - PRESENT**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **CLIENTS:** |  | |  |  | |  | |
| ❖ Adobe ❖ Henry Schein ❖ Americord ❖ AbbVie ❖ Wolter Kluwer | ❖ Capital Farm Credit Bank ❖ OpenText ❖ BDO ❖ Ernst & Young ❖ LeapPoint | | ❖ Walters Kluwer ❖ Accenture ❖ First Republic Bank ❖ Kaiser Permanente ❖ ShopTalk | ❖ Moderna ❖ Pfizer  ❖ Frontier Telecom ❖ Intuitive Surgical ❖ Systech | | ❖ Facebook ❖ Magaya ❖ HP ❖ Aktana ❖ Cetera Financial Group | |
| **TASKS:** | |  | | |  | |
| ❖ MAP architecture and integration  ❖ Data Model & field mapping  ❖ Instance setup & CRM Sync  ❖ Lead scoring and Lifecycle  ❖ Data Migration, Cleanup and De-dupe  ❖ Email and Landing Page Templates | | ❖ API Development  ❖ Logic and Filters  ❖ Digital Strategy  ❖ Segmentation  ❖ Dynamic Content  ❖ Velocity Scripting | | | ❖ Custom Dashboards  ❖ Reporting, Analytics and A/B Testing  ❖ Custom and Activity Objects  ❖ Trigger & Nurturing Campaigns  ❖ Training/Certification Prep  ❖ GDPR/CCPA/CAN-SPAM compliance | |

**ELANCO ANIMAL HEALTH**

**MARKETING AUTOMATION SPECIALIST REMOTE / CONTRACT NOV 2018 – SEP 2020**

**LEADERSHIP**: Spearheaded the transition from Eli Lille infrastructure ❖ Managed and trained on the new Marketo MAP

**MANAGEMENT**: Managing several digital campaigns for business units and brands ❖ Coordinated with various business units and brands to develop digital strategies

**ACCOMPLISHMENTS**: Migration into a new Marketo instance ❖ Built Center of Excellence ❖ Documentation ❖ Defined, and built lead lifecycles including Top/Middle/Bottom of Funnels to MQL/SQL ❖ Created reporting Dashboards ❖ GDPR/CCPA/CAN-SPAM compliance

**LAZARD ASSET MANAGEMENT**

**MARKETING AUTOMATION SPECIALIST NEW YORK – FULL TIME AUG 2016 – NOV 2018**

**LEADERSHIP:** Constantly introducing innovative solutions to increase automation performance. Collaborate with stakeholders to optimize segmentation.

**MANAGEMENT:** Identify and scale email marketing best practices to optimize new campaigns improving CTR, open rates, engagement, conversion, and lead generation.

**ACCOMPLISHMENTS**: Salesforce / Marketo Configuration (Field mapping, Filters, logic setup, custom objects, automating processes)   
❖ API & Webhook development and porting with Marketo ❖ HTML/CSS Template development including Velocity Script   
❖ Targeted campaigns with Lead scoring to identify MQL to sales ❖ Segmentation and Dynamic Content   
❖ Multi-variant A/B testing ❖ Traffic and Revenue metric reporting including CTR, engagement, conversion, and lead generation.

**ENTISOLVE**

**SENIOR DIGITAL & AUTOMATION SPECIALIST NEW YORK – REMOTE / FULL TIME FEB 2013 – AUG 2016**

**LEADERSHIP:** Responsible for all east coast clients’ digital requirements.

**MANAGEMENT:** Managing several digital campaigns for clients from conception and budgeting to execution and reporting

❖Thunderhead template Authoring and logic ❖ Marketo campaigns and reporting

**ACCOMPLISHMENTS:** Improved e-commerce revenue for small and medium sized business by improving digital strategy, PPC

Campaign CTR, search engine placement via on-site and off-site SEO ❖Increase in billings and client acquisition year on year   
❖ Created and executed PPC and AdWords campaigns

**UAE GOVERNMENT**

**DIGITAL DIRECTOR DUBAI – FULL TIME FEB 2008 – NOV 2012**

**WUNDERMAN**

**DIGITAL DIRECTOR DUBAI – FULL TIME APR 2004 – FEB 2008**