

ED RAYYIS

MARKETING AUTOMATION & AI SOLUTIONS ARCHITECT

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Marketing Automation & AI Solutions Architect with 20+ years of experience designing and scaling enterprise MarTech ecosystems across a broad range of industries. Specializing in Marketo Engage architecture and implementation, AEM integrations, and API-led data activation across the full Adobe Experience Cloud stack, with a track record of unifying fragmented technology platforms into coherent, business-aligned systems that perform at scale. Equally focused on the emerging intersection of AI and MarTech, building agentic workflows and LLM-driven solutions that automate instance auditing, accelerate solution design, operationalize compliance governance, and fundamentally change how fast enterprise teams can deliver.

EDUCATION

European University Cyprus
1999 – BA Marketing

CERTIFICATION

Certified Marketo Expert – Adobe

AWARDS

Cannes Lions - GOLD - Direct Marketing – **Microsoft**
Campaign Magazine - GOLD - Best Digital Campaign – **Adidas**

SKILLS

STRATEGY

MarTech Architecture
Solution Design
Roadmaps
Governance
Requirements Gathering
Stakeholder Alignment
Vendor Management
Training
Compliance

PLATFORMS

Marketo
AEM
AEP
AJO
OneTrust
Salesforce
Microsoft Dynamics
CDP
Eloqua
Hubspot

AUTOMATION

Campaign Build
Segmentation
Lead Scoring
Lead Routing
Personalization
A/B Testing
QA
Nurture Campaigns
Modular Templates

TECHNICAL

AI-Augmented Workflows
Agentic Automation
LLM-Assisted Auditing
API Integrations
Webhooks
SQL
JSON
JavaScript
HTML/CSS
Velocity/Handlebars

CLIENTS



- ❖ **Platform Architecture & Integration** Designing and connecting marketing automation platforms across enterprise tech stacks, including instance setup, CRM sync (Salesforce, Dynamics 365), API development, webhook integration, and third-party platform connections, using AI-assisted architecture design to accelerate discovery, solution modeling, and documentation
- ❖ **Lead Scoring, Lifecycle & ABM Strategy** Designing AI-enhanced lead scoring models and lifecycle stage mapping from MQL to SQL, leveraging behavioral signals and predictive logic. Architecting tiered ABM programs with intent-driven audience builds, and sales-aligned workflows coordinated across CRM, CDP, and paid media
- ❖ **Data Modeling, Governance & Compliance** Defining field mappings and data relationships between systems, managing database hygiene, deduplication, and migration. Establishing data governance policies and managing GDPR, CCPA, CAN-SPAM, and CASL compliance and automated governance.
- ❖ **AI-Augmented Solution Design & Instance Auditing** Integrating agentic AI workflows and models across the full engagement lifecycle, including automated instance health auditing, AI-driven troubleshooting playbooks, and LLM-accelerated solution design to evaluate database hygiene, program architecture, scoring models, sync health, and governance gaps at scale
- ❖ **Segmentation, Personalization & Dynamic Content** Building AI-driven audience segments using behavioral scoring and propensity modeling. Developing personalized content frameworks with tokenization, RTP, Velocity scripting, and handlebars, using LLM tools to accelerate copy generation, variant testing, and content governance
- ❖ **Campaign Management & Automation** Building batch and trigger-based campaigns, AI-optimized nurturing flows, and program templates that dynamically route contacts through intelligent multi-touch sequences using machine learning signals and engagement scoring
- ❖ **Reporting, Analytics & Executive Dashboards** Designing tailored dashboards and AI-assisted analytics frameworks to surface actionable insights and support executive decision-making, using LLM-assisted data interpretation and A/B testing to communicate performance findings to business stakeholders
- ❖ **Multi-Platform Migration, Discovery & Stakeholder Communication** Leading end-to-end MAP migrations from and to Marketo, Eloqua and HubSpot including data migration, program rebuild, CRM re-sync, and Center of Excellence establishment. Conducting structured discovery sessions and translating complex MarTech implementations into clear business narratives, roadmap presentations, and executive dashboards.

ELANCO ANIMAL HEALTH

MARKETING AUTOMATION ARCHITECT

REMOTE / CONTRACT

MAY 2019 – FEB 2021

- ❖ **Marketo Platform Migration:** Led the transition from a legacy system to the Marketo marketing automation platform, orchestrating the migration to a new Marketo instance, building a Center of Excellence, and creating documentation.
- ❖ **Digital Marketing Campaign Management:** Drove digital marketing initiatives for various business units and brands, managing end-to-end automation campaigns while collaborating cross-functionally to develop comprehensive digital strategies.
- ❖ **Lead Lifecycle Optimization & Reporting:** Optimized lead lifecycle by defining and implementing lead scoring models and conversion funnels, accelerating leads from MQL to SQL stages. Built custom dashboards and reports to provide actionable insights for data-driven decision making.
- ❖ **Regulatory Compliance:** Ensured adherence to data protection and privacy regulations, including GDPR, CCPA, and CAN-SPAM, across all marketing automation programs and campaigns.

LAZARD ASSET MANAGEMENT

MARKETING AUTOMATION ARCHITECT

NEW YORK – FULL TIME

AUG 2016 – MAY 2019

- ❖ **Automation Innovation:** Drove marketing automation innovations by implementing cutting-edge solutions to boost performance and collaborating with stakeholders to refine segmentation strategies. Scaled best practices across programs, improving open and click-through rates, engagement, and conversions.
- ❖ **Email Marketing Optimization:** Led the optimization of email marketing campaigns, scaling best practices across programs to improve open rates, click-through rates, engagement, and conversions.
- ❖ **Platform Configurations & Integrations:** Configured Salesforce and Marketo platforms by mapping fields, building custom objects, and automating processes. Developed APIs, webhooks, and Velocity templates to enhance system integrations and data flow.
- ❖ **Advanced Segmentation & Testing:** Leveraged lead scoring models and dynamic content to create hyper-targeted campaigns. Conducted A/B testing to optimize multi-variant programs and improve overall marketing performance.

(Additional professional experience prior to 2016 is available upon request)