Ed Rayyis

MARKETING AUTOMATION SPECIALIST



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* **A TOP PERFORMING** Digital Marketing Specialist with 22 years of digital experience, credited with combining digital strategies and traditional marketing to deliver highly effective automation campaigns
* **STRONG EXPERTISE** in providing innovative concepts to large and small organizations and leveraging new technologies across the web and mobile platforms. Deep application architecture and implementation
* **HIGHLY ACCOMPLISHED** results oriented, team player, out of the box thinker, with a strong creative and developer background.

*"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”
” Improved the UAE’s global e-Government Development Index position from 49th to 28th, from 99th to 7th - globally in Online Services, from 86th to 6th globally in e-Participation, United Nations Index –* **UAE eGOV***"*

*"***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**

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

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

**SKILLS**

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| **STRATEGY** | **TECHNOLOGY** | **AUTOMATION** | **DEVELOPMENT** |
| Digital StrategyMarketing Strategy Creative StrategyLead LifecycleAnalytics & Reporting | Adobe Tech StackSalesForceMarketo EngageMicrosoft Tech StackHubSpot | Campaign creationA/B TestingArchitecture DesignLead segmentationData Modelling | HTML | CSS | XMLDatabasesVelocity ScriptingJava ScriptingAPI Development |

**PROFESSIONAL EXPERIANCE**

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

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| **CLIENTS:** |  |  |  |  |
| ❖ Adobe❖ Henry Schein❖ Americord❖ AbbVie❖ Wolter Kluwer | ❖ Mondo❖ 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**