

Ed Rayyis

MARKETING AUTOMATION SPECIALIST

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WWW.RAYYIS.COM

- **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



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

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

SKILLS

STRATEGY

Digital Strategy
Marketing Strategy
Creative Strategy
Lead Lifecycle
Analytics & Reporting

TECHNOLOGY

Adobe Tech Stack
SalesForce
Marketo Engage
Microsoft Tech Stack
HubSpot

AUTOMATION

Campaign creation
A/B Testing
Architecture Design
Lead segmentation
Data Modelling

DEVELOPMENT

HTML | CSS | XML
Databases
Velocity Scripting
Java Scripting
API Development

PROFESSIONAL EXPERIENCE

MARKETING AUTOMATION SPECIALIST (Marketo) – REMOTE – INDEPENDENT CONTRACTOR

SEP 2020 - PRESENT

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