

# SARAVANAN MURUGESAN

Senior Marketing Automation & CRM Specialist

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*Open to Global Location, EOR, and Contract Roles*

## PROFESSIONAL SUMMARY

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Results-driven Senior Marketing Automation and Lifecycle Specialist with 7+ years of experience delivering global email, SMS, and multichannel campaigns for enterprise and D2C brands including Lenovo, Crocs, Gucci, and Clarins. Expert in Braze, Salesforce Marketing Cloud, Adobe Campaign, HubSpot, MailChimp, and Klaviyo. Proven record of driving revenue impact, retention, and funnel optimization across US, UK, APAC, and EMEA markets. Strong background in API-triggered campaigns, CDP integrations, A/B experimentation, deliverability best practices, and compliance with GDPR, CAN-SPAM, and CASL regulations.

## CORE SKILLS

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**Marketing Platforms:** Braze, SFMC, Adobe Campaign Classic, HubSpot, Klaviyo, MailChimp, SendGrid

**Campaign Expertise:** Email Marketing, SMS Marketing, Multichannel Campaign Management, A/B Testing, Lifecycle Marketing, Marketing Automation, Audience Segmentation, Personalization

**Data & Analytics:** CDP Integrations, Looker, Google Analytics, Amplitude, Microsoft Clarity, Funnel Analysis, KPI Reporting, Pre-send Data Quality Checks

**QA & Deliverability:** Litmus, Email on Acid, GDPR, CAN-SPAM, CASL Compliance, Cross-Client Rendering, Accessibility QA, Inbox Placement Optimization

**Design Tools:** Figma, Canva, Adobe Photoshop

**Project Management:** Jira, Asana, ClickUp, Slack, RACI Framework, Cross-functional Collaboration

**Soft Skills:** Communication, Team Lead, Strategic Thinking, Analytical Mindset, Client Engagement

## EDUCATION

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**Bachelor of Engineering in Computer Science Engineering**

Dhirajlal Gandhi College of Technology, Tamil Nadu | 2017

## PROFESSIONAL EXPERIENCE

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**Senior Integration Engineer** | Versatiletech Solutions, Bangalore | December 2023 – July 2025

- Developed and executed data-driven growth strategies, including A/B testing, funnel optimization, and conversion tracking, resulting in a 15% increase in user acquisition and improved funnel progression.
- Applied behavioral analytics and experimentation to optimize user journeys, reducing churn by 10% and lowering Customer Acquisition Cost (CAC).
- Achieved 5x ROAS by refining paid acquisition through advanced audience segmentation, experimentation, and creative performance optimization.
- Implemented AI-powered, personalized, and automated email marketing campaigns, improving customer retention by 18% and increasing engagement through dynamic content and lifecycle-stage alignment.
- Ensured 99% inbox placement by following deliverability best practices and maintaining compliance with GDPR, CAN-SPAM, and CASL regulations.
- Deployed behavior-triggered and lifecycle campaigns using HubSpot, Klaviyo, Braze, Adobe Campaign, Salesforce Marketing Cloud, SendGrid, and Mailchimp.
- Streamlined lead nurturing and marketing automation workflows, reducing manual effort and increasing campaign scalability and efficiency.
- Instituted RACI frameworks, two-person QA, and weekly post-mortems across cross-functional teams, improving on-time launches to 98% and reducing hotfixes by 35% QoQ.
- Conducted in-depth campaign performance analysis, funnel diagnostics, and landing page optimization to improve conversion rates and engagement.
- Generated detailed KPI and ROI reports, translating insights into actionable growth strategies.
- Monitored user behavior and campaign performance using Google Analytics, Amplitude, and Microsoft Clarity to optimize UX/UI and messaging.

- Developed and managed end-to-end cross-channel campaigns, including audience segmentation, workflow creation, and personalized content delivery.
- Orchestrated real-time, event-based lifecycle journeys using behavioral and contextual triggers to improve conversion and retention.
- Collaborated with product marketing, UX/UI, and design teams to enhance onboarding flows and reduce bounce rates by 10%.
- Built pre-send Looker data quality checks including freshness SLAs, audience variance, and null-rate monitoring, reducing targeting errors by 40% and preventing incorrect sends.
- Troubleshoot campaign-impacting tracking issues including UTM gaps, broken URLs, attribution errors, and page performance, partnering with development teams to resolve quickly.
- Standardized accessibility and dark-mode QA practices including contrast checks, alt text, and CTA sizing, improving CTR by 12% on high-volume campaigns.
- Led end-to-end email QA using Litmus and Email on Acid, reducing rendering defects and improving inbox placement across major ISPs.
- Managed marketing projects using Jira, ClickUp, and Asana, ensuring timely delivery across global teams.
- Developed conversion-focused content for email, web, and social channels to address customer pain points and drive engagement.
- Led opt-in/opt-out compliance initiatives, safeguarded user data, and ensured ethical marketing practices aligned with GDPR, CAN-SPAM, and CASL.
- Analyzed historical campaign performance to continuously refine targeting, messaging, and automation strategies.
- Delivered actionable performance reports to support leadership decision-making and long-term growth planning.

## KEY PROJECTS

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- **Lenovo Global Market:** Implemented data-driven multichannel campaigns across US, UK, APAC, and EMEA using Braze. Optimized workflows through end-to-end testing, achieving significant growth in customer acquisition and engagement KPIs.
- **Crocs:** Enhanced customer lifetime value through personalized loyalty-focused campaigns. Delivered seamless user experiences via comprehensive campaign testing using Klaviyo.
- **Gucci Global Market:** Managed luxury-focused email and digital campaigns to enhance customer engagement and retention. Implemented segmentation and automation for targeted messaging, improving open rates and conversions using Salesforce Marketing Cloud.
- **Clarins:** Managed multichannel marketing campaigns for skincare and beauty products. Executed promotional strategies and personalized email workflows with cross-functional teams using Adobe Campaign Classic and Mailchimp.

## ACHIEVEMENTS

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- Great Team Lead Award — 2025
- Team of the Year — 2021 and 2022
- Productive Growth Hacker — 2020
- Emerging Performer — 2019

## CERTIFICATIONS

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- Klaviyo Product and Developer Certificate — Valid until February 2028
- HubSpot Data Integrations and Email Marketing Certificate — Valid until February 2028
- WebEngage Lifecycle and Retention Marketing Certificate
- Testleaf Software Testing and Automation Certificate

## LANGUAGES

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Tamil (Native) | English (Professional)