



# SANT SINGH RATHAUR

Marketing Technology Leader | MBA | Web & Automation Strategist

Dynamic and results-driven Marketing Technology Leader with over a decade of experience in spearheading web development, marketing automation, and CRM initiatives across the education and digital sectors. Currently leading a cross-functional team at Navitas, managing 13+ websites and multichannel automation campaigns using Salesforce Marketing Cloud, Marketo, and HubSpot.

Equipped with a recently completed MBA, I bring a strategic mindset to digital transformation projects, blending data-driven decision-making with user-centered innovation.

I thrive at the intersection of technology, creativity, and strategy — committed to building meaningful digital experiences and inspiring future-forward solutions.

## Contact

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## Education

### ACAP University, Australia

Master of Business Administration  
2022 - 2025

### CDAC, Noida, India

Diploma in Geographical Information Systems (GIS) and Remote Sensing  
2012 - 2012 (6 Month Diploma)

### MCRPV, Bhopal, India

Bachelor of Computer Application  
2007 - 2010

## Certifications

- 3X Marketo Certified Expert
- HubSpot Certified Expert
- Form Assembly Certified Expert
- Google Analytics Certification (Beginner and Advanced)
- Google tag manager, data studio, and AdWords certified
- Drift Conversational marketing and Sales Certified

## Work Experience

### Navitas, C&I Division, Jaipur, India (Remote)

2016 - Present

#### Marketing Technology Manager

- Lead the Marketing Technology team, managing 13+ global education websites with a focus on performance, innovation, and scalability.
- Oversee multi-platform automation campaigns using SFMC, Marketo, and HubSpot, ensuring strategic alignment with business goals across multiple brands.
- Manage a team of 4 (automation specialists and web developers), driving delivery excellence and cross-functional collaboration.
- Partner with CRM, sales, and design teams to optimise lead journeys, reporting, and campaign performance.
- Enabled global events, lead generation, and scholarship campaigns with measurable improvements in conversion rates and MQL quality.

#### Assistant Manager – Marketing Automation

- Managed day-to-day execution of email marketing campaigns across multiple business units.
- Implemented scalable templates and automation workflows, increasing operational efficiency and reducing turnaround time for campaign delivery.

## Skillsets

- 8+ year of experience with SFMC
- 8+ year of experience in SFDC
- Project Management, Process development and documentation
- Inhand experience in Pardot
- Onboarding experience to marketing automation platforms (Fresh onboarding & one platform to another)
- Excellent business communication skills and 8+ year of experience working with global clients
- Good experience working in the CMS like Unbounce, Shopify, WordPress (especially building beautiful and performance-based landing pages using Elementor)
- My designing skills are also good and appreciated within my team. I can assist the team working on creatives using Adobe photoshop and illustrator.
- Experienced in managing multi-site websites, including hosting, domain control, security, and performance optimization.

## Other Skillsets

- Strategic Planning
- Project Management
- Proces Optimisation
- Quality Assurance
- **Budget Management**
- **Compliance and governance**
- **Vendor management**
- Documentation and training
- Data analysis and reporting
- Cross-functional Collaboration
- Stakeholder Communication
- **Training & Onboarding**

### Marketing Automation Lead

- Spearheaded enterprise-level marketing automation initiatives using Marketo and Salesforce Marketing Cloud, leading digital nurture streams and lead scoring strategies.
- Partnered with global marketing and recruitment teams to roll out campaign programs and landing pages that improved engagement metrics and student pipeline quality.

### Marketo Campaign Officer

- Executed end-to-end Marketo programs including newsletters, event invites, and nurturing journeys.
- Collaborated with design, content, and web teams to improve email engagement and reporting accuracy.

### Wunderman International, Gurugram, India

**October 2014 – June 2016**

#### Lead Analyst – Campaign Management

- Led client meetings, project planning, and campaign execution while managing a team of analysts.
- Handled Marketo and Salesforce Marketing Cloud training and onboarding for internal teams.
- Delivered post-campaign performance reports and ensured SOP alignment with marketing automation standards.

### Rightwave, Noida, India

**April 2014 – October 2014**

#### E-Marketing Consultant

- Led client meetings, project planning, and campaign execution while managing a team of analysts.
- Handled Marketo and Salesforce Marketing Cloud training and onboarding for internal teams.
- Delivered post-campaign performance reports and ensured SOP alignment with marketing automation standards.

### HERE Maps (via Adecco), Gurugram, India

**January 2013 – April 2014**

#### Map Associate

- Conducted quality assurance checks on field-collected map data using Microsoft Excel, Access, and ArcGIS.
- Translated validated data into structured inputs for the HERE Maps platform.
- Contributed to geospatial accuracy and reliability in global navigation systems.

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Dear Hiring Manager,

I am writing to express my interest in opportunities where I can contribute my expertise in marketing technology, digital strategy, and cross-functional leadership. With over a decade of experience managing enterprise-level marketing platforms, websites, and automation programs, I bring a well-rounded skill set backed by practical business knowledge and creative execution.

My recent experience as a Marketing Technology Manager involved leading multi-platform campaign operations across Salesforce Marketing Cloud, Marketo, and HubSpot, while managing the performance and security of over a dozen websites. I've successfully led diverse teams, optimised internal processes, and driven digital transformation initiatives aligned with organisational goals.

In parallel, as part of my MBA capstone projects, I conceptualized and built two business ventures:

- Zappy Prints – a custom merchandise brand focused on personalized printing solutions across t-shirts, mugs, and accessories.
- Stellalux Digital – a future-ready tech startup developing AI-driven tools like chatbot assistants, smart form builders, and email marketing enhancements.

These projects reflect my entrepreneurial mindset, product development skills, and ability to transform ideas into functional business models with go-to-market strategies.

Additionally, I create travel content for my YouTube channel, Nomadic Buddies, which allows me to blend storytelling, branding, and digital engagement creatively.

With a strong foundation in marketing systems, project leadership, stakeholder collaboration, and process optimization, I am confident in my ability to add value in roles that demand innovation, adaptability, and results-driven execution.

Thank you for considering my application. I look forward to the opportunity to contribute to your team's growth and success.

Warm regards,  
Sant Rathaur