

Arun Varghese

Adobe Certified Marketo Expert

Adobe Marketo | Marketo Administration | API Integrations | Web Development

CONTACT

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[Linkedin Profile](#)

HIGHEST QUALIFICATION

(MCA) Master of Computer Applications

CGPA: 7.5

Nehru Institute of Information Technology & Management, Coimbatore, India.

CERTIFICATIONS

Adobe Certified Expert-Marketo Engage Business Practitioner.

SKILLS

MARKETING AUTOMATION TOOLS

- Adobe Marketo

EMAIL CREATION TOOLS

- Knak
- Stensul

WEB TECHNOLOGIES

- HTML
- CSS
- JAVASCRIPT
- WORDPRESS

PROJECT MANAGEMENT TOOLS

- Wrike
- Workfront
- Zoho Projects
- Monday.com

WORK EXPERIENCE

❖ Web Developer & Adobe Marketo Administrator

Flosum. March 2025 – Present

Technologies: Adobe Marketo Engage, Webflow, HTML5, CSS3, JavaScript, Salesforce, REST APIs, Google Tag Manager, Google Analytics 4, PostHog, Microsoft Clarity, Schema.org

- Own and administer the Adobe Marketo platform, supporting global demand generation and marketing operations.
- Design, build, and optimize Smart Campaigns, Engagement Programs, nurture streams, landing pages, forms, and email templates.
- Develop and maintain the corporate website using Webflow, HTML, CSS, and JavaScript.
- Build custom integrations between Marketo and Salesforce using REST APIs and middleware.
- Developed a custom middleware solution to create Salesforce Web-to-Case records from Marketo Landing Page submissions.
- Built ROI Calculator solutions integrated with Marketo to capture customer inputs and automate lead qualification.
- Implement tracking and analytics using Google Tag Manager, Google Analytics 4, Microsoft Clarity, and PostHog.
- Improve website SEO through structured schema markup, technical optimizations, and performance enhancements.
- Partner with Marketing, Product Marketing, Sales, and Engineering teams to deliver scalable marketing technology solutions.
- Create technical documentation, implementation guides, and operational SOPs for marketing automation processes.
- Troubleshoot platform issues, optimize campaign performance, and maintain marketing data quality.

❖ Software Engineer

RR Donnelley. August 2024 – April 2025

Technologies: Marketo, HTML, CSS, Everest, Email on Acid, Photoshop, Knak, Stensul

Key Clients: Fiserv, Nasdaq

- Developed and deployed Adobe Marketo campaigns, operational programs, and email communications.
- Built responsive emails and landing pages using Marketo and Knak.
- Performed campaign QA, testing, deployment, data imports, and database hygiene.
- Supported enterprise B2B marketing operations across multiple client engagements.

WEBINAR PLATFORMS

- On24
- ZOOM

DESIGNING TOOLS

- Adobe Photoshop
- Adobe XD
- Photopea
- Canva

ACHIVEMENTS

- Won **Spotlight Award** at Verticurl Marketing Pvt Ltd. for the best performance in the year of 2021 and 2023.
- Won **Best Team Player** Award at Nehru Institute of Information Technology and Management

LANGUAGES

- English
- Malayalam
- Tamil

Marketing Automation

- Adobe Marketo Engage
- Smart Campaigns
- Engagement Programs
- Lead Scoring
- Segmentation
- Nurture Programs
- Landing Pages

❖ Senior Engineer in Technology

Verticurl Marketing Pvt. Ltd. | Dec 2020 – Jul 2024

- Managed end-to-end Adobe Marketo campaign operations for enterprise B2B clients across North America, EMEA, and APAC, including campaign execution, segmentation, nurture programs, forms, landing pages, and reporting.
- Built, tested, and launched **1,000+ marketing automation campaigns**, contributing to lead generation and pipeline growth while leading a team of 12 members.
- Implemented a new Adobe Marketo instance for **PU Prime**, including email and landing page domains, SPF/DKIM authentication, SSL setup, API users, LaunchPoint services, and reusable templates.
- Collaborated with development teams to integrate Marketo using REST APIs, create custom fields and objects, and support marketing technology solutions.
- Established marketing automation best practices, documented processes, trained client teams, and supported platform migration projects for enterprise clients.

❖ Digital Marketing Manager/ UI developer

Techhole Solutions (2018-2020)

- Developed, maintained and promoted more than 30 websites and 2 mobile apps.
- Developed and executed various social media, SEO and SEM initiatives to increase traffic and leads.

Technologies : HTML, CSS, JavaScript, SQL.

Digital Marketing Tools : SEO, AdWords, Facebook Ads

Key Projects

- Salesforce Web-to-Case Integration
- ROI Calculator Automation
- Website Migration (Webflow)
- Schema Implementation

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place:

Date:

(ARUN VARGHESE)