# Richa Bhatnagar

Marketing Automation Specialist

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## SUMMARY

Marketo Certified Expert with extensive experience in marketing automation, lead lifecycle management, and multi-channel campaign execution across Marketo, Adobe Stack (AEP, AJO, Dynamic Chat, GenStudio), and ServiceNow CRM. Began career as a hands-on Marketing Automation Specialist and progressively transitioned into a Product Management role, owning high-impact Martech initiatives and translating business goals into scalable, data-driven solutions. Strong track record of improving engagement, operational efficiency, and platform adoption through segmentation, analytics, and cross-functional collaboration. Known for a proactive mindset, adaptability, and the ability to bridge marketing, engineering, and data teams to deliver measurable business outcomes.

## SKILLS

**Skills: Adobe Marketo Engage • Adobe Experience Platform (AEP) • Adobe Journey Optimizer (AJO) • Adobe Dynamic Chat • Adobe GenStudio • Marketing Automation • Lead Lifecycle Management • Multi-Channel Campaign Operations • Customer Segmentation & Personalization • Product Management (MarTech) • API & System Integrations • Data Analysis & KPI Tracking • A/B Testing & Optimization • Martech Governance & Compliance (GDPR, CCPA)**

## WORK EXPERIENCE

### Marketing Automation Specialist | ServiceNow

**May 2022 - Present, Bangalore, India**

- Owned and scaled core marketing technology platforms including **Adobe Marketo**, **Adobe Experience Platform (AEP), Adobe Journey Optimizer (AJO), Dynamic Chat, and GenStudio**, aligning platform capabilities with global **brand**, **social**, **advertising**, and lead-generation objectives.
- **Collaborated** closely with marketing, engineering, and data teams to gather **business requirements**, define product scope, and translate the needs into **technical workflows**, **PRDs**, and **phased delivery plans**.
- Enhanced **lead lifecycle** management by optimizing routing logic, triggers, and workflows, **reducing operational gaps** and campaign errors by **20%**.
- Delivered **personalized** customer experiences using Dynamic Chat and AJO through **segmentation** and behavioural triggers, driving a **15% increase in user engagement**.
- Improved Dynamic Chat performance through **A/B testing** and **drop-off analysis**, strengthening user interaction quality and increasing **conversion** efficiency by **10%**.
- Implemented GenStudio with standardized, **AI-driven content workflows**, reducing content production time by 30% while improving **brand and compliance adherence**.
- Lead ongoing **Artech KTLO** operations, including **audits**, QA, troubleshooting, data validation, and flow optimization, improving **stakeholder** turnaround time by 30% and reducing recurring issues through **documented SOPs.**
- Drove delivery of high-visibility **Artech products**, including an **AI-powered** Creative Analyzer and **automated** email generation via **Marketo APIs**, reducing manual effort by 30-40% and accelerating **campaign execution** by 20-30%.
- Leading **product strategy** and cross-functional execution for a **Conversational AI-driven chatbot**, enabling 100+ global **marketing users**, improving insight retrieval speed by **40%**, and driving sustained **platform adoption** across regions.

### Senior Software Engineer | Mindtree Ltd.

**Jun 2021 - May 2022, Bangalore, India**

- Implemented a complete **Marketo instance from scratch**, establishing scalable architecture and **core automation** workflows that accelerated campaign readiness by **20%**.

- Developed **customized integrations** between Marketo, data lakes, and platforms like **Magento via MuleSoft**, improving **data flow** reliability by **25%**.
- Built and validated the **Marketo-Salesforce integration** end-to-end, enhancing **lead sync** accuracy and reducing manual reconciliation by **30%**.
- **Audited** the Marketo environment and optimized system performance through **API testing** and **best-practice** enforcement.
- Supported **Centre of Excellence** initiatives by contributing to RFP creation, resource planning, and implementing **Web Personalization** aligned with business goals.

### Technical Support Consultant | Adobe Systems Pt. Ltd.
**Oct 2019 - Jun 2021, Noida, India**

- **Delivered** advanced technical support for **Marketo**, diagnosing complex platform issues and providing end-to-end resolutions that improved customer experience and platform adoption.
- **Advised** customers on **campaign architecture** by translating business requirements into scalable Marketo **program designs**, strengthening their **marketing automation maturity**.
- Led **multi-channel** troubleshooting for end users, diagnosing **configuration** and workflow issues to deliver accurate, timely resolutions and reduce repeat queries.
- Implemented configuration logic in secure staging environments to comply with **enterprise-grade security** standards, ensuring safe, validated deployment of customer changes.
- Led **customer onboarding** initiatives in partnership with Marketo teams, creating a smooth transition experience and earning recognition from senior management for exceptional delivery and client enablement.

### Network & Infrastructure Engineer | HCL Technologies
**Jul 2018 - Aug 2019, Noida, India**

- **Gathered and analysed** client requirements, translating business needs into detailed technical design specifications for infrastructure and system enhancement projects.
- **Applied** ITIL practices to strengthen incident, problem, and change management processes, improving overall service quality and operational consistency.
- **Managed** monitoring tools and supported data centre operations to ensure system stability, proactive issue detection, and high service availability.

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- **Collaborated** with cross-functional teams to troubleshoot infrastructure issues, optimize performance, and deliver reliable, business-aligned IT support.

## EDUCATION

### B.Tech in Computer Science | IMS Engineering College
**Jul 2014 - Apr 2018 • Ghaziabad, India**

## CERTIFICATIONS

**Adobe Marketo Certified Expert | Adobe | May 2020**

**Adobe Marketo Certified Associate | Adobe | Feb 2020**

**Campaign manager 360 | Google | Oct 2025**

**Display & Video 360 | Google | Oct 2025**