

# ED RAYYIS

## DIGITAL MARKETING SPECIALIST

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in LINKEDIN.COM/IN/RAYYIS

🌐 WWW.RAYYIS.COM

- **A TOP PERFORMING** Digital Marketing Specialist with 20 years of experience, credited with combining digital strategies and traditional marketing to deliver substantial revenue growth. Extensive Marketing Automation experience in multiple platforms
- **STRONG EXPERTISE** in providing innovative concepts to large and small organizations as well as leveraging new technologies across 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



- GOLD - Best Digital Campaign - Adidas

#### SKILLS:

##### STRATEGY

Digital Strategy  
Marketing Strategy Creative  
Strategy  
Media Buy  
Analytics & Reporting

##### TECHNOLOGY

Adobe  
SalesForce  
Marketo  
Thunderhead  
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 / HUBSPOT / SALESFORCE – NEW YORK, USA – (Freelance)

NOV 2018 - PRESENT

## CLIENTS:

- ❖ Systech
- ❖ 26Five
- ❖ Walters Kluwer
- ❖ ShopTalk / GroceryTalk
- ❖ Foresters Financial
- ❖ Henry Schein
- ❖ InsideSales
- ❖ QuestEx
- ❖ Elanco Animal Health

## TASKS:

- ❖ MAP architecture and integration
- ❖ Data Model & field mapping
- ❖ Instance setup
- ❖ Lead scoring
- ❖ Data Migration, Cleanup and De-dupe
- ❖ Email and Landing Page Templates
- ❖ Field Mapping
- ❖ Rules and Filters
- ❖ Tokenization
- ❖ Segmentation
- ❖ Dynamic Content
- ❖ Velocity Scripting
- ❖ Custom Dashboards
- ❖ Reporting and Analytics
- ❖ Custom and Activity Objects
- ❖ Trigger & Nurturing Campaigns
- ❖ Data Standardization Campaigns
- ❖ GDPR/CCPA compliance setup

LAZARD ASSET MANAGEMENT - NEW YORK, USA

MARKETING AUTOMATION SPECIALIST

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 build & mapping, Filters, Rules, Building objects, automating processes, Dashboards) ❖ 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, open rates, engagement, conversion and lead generation.

ENTISOLVE - NEW YORK, USA

SENIOR DIGITAL & AUTOMATION CONSULTANT

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

UAE GOVERNMENT - DUBAI, UAE

DIGITAL DIRECTOR

FEB 2008 – NOV 2012

**LEADERSHIP:** The UAE Electronic Government is a federal establishment responsible for setting up, maintaining, developing, and running the country's e-Government program ❖ Create and market the brand and set policies and guidelines for all federal entities in country to follow

**MANAGEMENT:** Worked with the United Nations to mainstream federal e-Government implementation of UN e-Government global survey requirements ❖ Managed all paid, owned, and earned marketing channels and campaigns ❖ Executed Multi-channel digital and social media campaigns ❖ Created policy guidelines for the federal government

**ACCOMPLISHMENTS:** Team improved country's global e-Government Development Index position from 49<sup>th</sup> to 28<sup>th</sup>, from 99<sup>th</sup> to 7<sup>th</sup> globally in Online Services, and from 86<sup>th</sup> to 6<sup>th</sup> globally in e-Participation ❖ Increased brand exposure and maintained annual performance gains of over 190% a year ❖ Created and executed PPC and AdWords campaigns

WUNDERMAN - DUBAI, UAE

DIGITAL DIRECTOR

APR 2004 – FEB 2008

**LEADERSHIP:** Key collaborative player within agency, working closely with top management making sure digital was included in every client pitch

**MANAGEMENT:** Managed Fortune 500 key accounts and won numerous international and local awards ❖ Executed cross-channel campaign conception ❖ Improved usability, design, content, and conversion for client websites

**ACCOMPLISHMENTS:** Increase in billings and client acquisition year on year ❖ Managed accounts for Adidas, Microsoft and Ford