

ELAYARAJA C K

Revenue Operations & GTM Leader | Marketing Operations | HubSpot | Salesforce | AI-Powered GTM Systems
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PROFESSIONAL SUMMARY

GTM Operations and Revenue Operations Director with 20+ years of experience including 12+ years leading global Marketing Operations, Revenue Operations and GTM transformation teams. Proven track record of building scalable revenue operations, modernizing marketing technology ecosystems, and partnering with executive leadership to accelerate predictable revenue growth. Recognized for building scalable GTM operating models that improve marketing efficiency, sales alignment, CRM governance, and revenue predictability across global organizations.

CAREER HIGHLIGHTS

- 20+ years leading GTM Operations, Revenue Operations and Marketing Operations across global B2B SaaS organizations.
- Built and governed HubSpot ecosystems supporting 500+ global users.
- Reduced lead response time from 8 hours to 45 minutes.
- Improved CRM data accuracy from 73% to 96%.
- Eliminated 45,000+ duplicate CRM records.
- Increased pipeline velocity by 35% through AI-enabled GTM optimization.
- Delivered 50,000+ qualified leads through marketing automation programs.

CORE COMPETENCIES

Leadership: GTM Strategy, Revenue Operations, Marketing Operations, CRM Transformation

Technology: HubSpot, Salesforce, Marketo, Marketing Automation

Business: Pipeline Management, Revenue Analytics, Lead Lifecycle, AI-Powered GTM Systems

PROFESSIONAL EXPERIENCE

Director, GTM Operations

May 2025 – Present

Marketeer | Chennai, India | Remote

Lead GTM Operations, Revenue Operations, CRM transformation, marketing automation, and AI-enabled operational initiatives for B2B SaaS organizations across global markets.

- Led GTM Operations and Revenue Operations initiatives across Marketing, Sales, SDR, and Customer Success functions, building scalable operating frameworks that improved pipeline visibility, process efficiency, and revenue predictability, lifting forecast accuracy by 20%+ across client GTM functions.
- Directed HubSpot, Salesforce, and Marketo transformation programs including CRM architecture, lead lifecycle management, workflow automation, attribution, and executive reporting across 3+ GTM environments.
- Built and deployed 15+ AI-enabled GTM workflows using ChatGPT, Claude, HubSpot AI, and automation platforms, reducing manual operational effort by 30%+ and improving campaign execution efficiency.
- Designed executive KPI dashboards and revenue reporting systems that provided leadership teams with visibility into pipeline health, funnel conversion, forecasting, and GTM performance, reducing reporting turnaround time by 40%.
- Established CRM governance, automation standards, and operational best practices across marketing technology ecosystems, improving data quality, execution consistency, and workflow reliability, reducing CRM data errors by 25%+ across GTM operations.
- Partnered with executive stakeholders to align GTM strategy, revenue operations, marketing automation, and AI-driven process optimization initiatives, accelerating workflow deployment and reducing operational setup effort by 25%.

Sr. Manager – Marketing Operations

Apr 2021 – Apr 2025

Acqueon Technologies (A Five9 Company) | Chennai, India

- Architected and managed HubSpot CRM ecosystem supporting 500+ users across Sales, Marketing, and SDR teams; implemented workflow automation reducing manual data entry by 45% and achieving 100% lead routing SLA compliance.
- Reduced time-to-first-touch from 8 hours to 45 minutes through SLA-driven lead handoff automation; improved first-call-connect rate by 32% and achieved 100% SDR SLA adherence.
- Utilized automated machine-learning deduplication tools and governance frameworks to eliminate 45,000+ duplicate CRM records; lifted data accuracy from 73% to 96% and reduced manual data debt cleanup overhead by 80%.
- Leveraged predictive AI algorithms by orchestrating 6Sense predictive intent data into HubSpot ABM workflows; optimized account targeting accuracy by 48% and accelerated high-priority pipeline velocity by 35% YoY.
- Designed and launched 45+ landing pages and email campaigns generating 50,000+ qualified leads; improved landing page conversion rate from 2.3% to 5.8% through A/B testing and UX optimization.
- Architected and managed integrations across 10+ enterprise systems (HubSpot, Salesforce, Pardot, 6Sense, Asana, GA4); maintained 99.8% system uptime with automated sync protocols reducing reconciliation errors by 70%.
- Built and mentored a cross-functional MarTech and RevOps team of 12+ members; established operational governance standards across global marketing and SDR functions.

Head – Campaign Management (MarTech)

Oct 2020 – Apr 2021

Resulticks | Chennai, India

- Led strategy and optimization of global marketing automation platforms, achieving 98% email deliverability and 99.5% reporting accuracy across 20+ markets.
- Scaled campaign operations from 5 to 15 global campaigns monthly while maintaining quality benchmarks; built CRM-integrated nurture programs improving customer lifecycle touchpoints by 40%.

Lead Business Analyst – GTM Strategy

Jul 2019 – Feb 2020

Freshworks | Chennai, India

- Translated business requirements into scalable MarTech solutions for 500+ global users, achieving 45% faster time-to-market and enabling multi-system CRM integrations across 12 cross-functional teams.
- Designed custom CRM workflows and third-party integrations to maintain data accuracy, reporting integrity, and lead enrichment processes at scale.

Head – Marketing Automation

Jun 2017 – Jun 2019

MRM McCann India Pvt. Ltd. | Bangalore, India

- Deployed automation workflows in Marketo and Eloqua for 15+ enterprise clients, increasing lead conversions by 40%.
- Established CRM governance frameworks and integrated marketing systems, reducing manual effort by 60% and standardizing cross-client campaign operations.

Sr. Program Specialist

May 2016 – May 2017

Ingram Micro India Pvt. Ltd. | Chennai, India

- Managed multi-vendor marketing programs and APAC partner enablement initiatives, driving 30% increase in partner participation and accelerating GTM outcomes.

Project Manager / Sr. Project Manager

Apr 2010 – Apr 2016

Verticurl Pvt. Ltd. | Coimbatore, India

- Delivered global marketing automation programs using Eloqua, Adobe Campaign, and Salesforce Marketing Cloud across 25+ enterprise client projects over 6 years.
- Managed end-to-end campaign execution, stakeholder reporting, and platform onboarding across North America, EMEA, and APAC markets.
- Progressed from Project Manager to Senior Project Manager, expanding scope from individual campaigns to full platform governance for enterprise accounts.

Additional Experience (2002 – 2010): Satyam Computers & Rightfields | Chennai, India

CERTIFICATIONS

- HubSpot Marketing Hub Certification – HubSpot Academy (2025)
- HubSpot Revenue Operations Certification – HubSpot Academy (2025)
- Adobe Certified Professional – Marketo Engage Business Practitioner (2024)
- Salesforce Certified Pardot Specialist (2021)
- Salesforce Certified Pardot Consultant (2021)
- Salesforce Certified Marketing Cloud Email Specialist (2020)
- Certified Scrum Product Owner (CSPO) – Scrum Alliance (2020)
- Certified Scrum Master (CSM) – Scrum Alliance (2020)
- Project Management Professional (PMP) – Project Management Institute (2011)

TECH STACK

CRM & Automation: HubSpot (Marketing Hub, Sales Hub, Ops Hub), Salesforce, Marketo, Pardot, Eloqua, Salesforce Marketing Cloud

AI & GTM Automation: HubSpot Breeze AI, ChatGPT/Claude (Prompt Engineering for Ops Workflows), Marketo Predictive Content, OpenAI API System Integrations

Analytics & BI: Power BI, Google Analytics 4, Excel (Advanced)

ABM & Enrichment: 6Sense, ZoomInfo

Project & Collaboration: Asana, Jira, Wrike, Make.com (Integromat)

Methodologies: RevOps, AI Process Automation, GTM Strategy, Lead Lifecycle Management, Multi-touch Attribution, Predictive Scoring

EDUCATION

Master of Computer Applications (MCA)	1999 – 2002
Periyar University, Tamil Nadu, India	