

Jagadeesh Polavarapu

REVENUE OPERATIONS ANALYST - Data Analysis, Revenue Operations & Sales Enablement

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SKILLS

- **CRM & Revenue Operations:** Salesforce, HubSpot, Ringlead for pipeline management, forecasting, & automation.
- **Marketing Automation:** Salesforce Marketing Cloud, HubSpot, A/B Testing, Email Studio, Automation Studio.
- **Data & Reporting:** Power BI, Salesforce Dashboards, SQL, Data Visualization, Performance Metrics Analysis.
- **Lead Generation Tools:** ZoomInfo, Apollo, LinkedIn Sales Navigator, D&B for prospecting and data enrichment.
- **Coding for Marketing:** HTML, CSS, AMP Script for responsive email design, personalization, campaign execution.

WORK EXPERIENCE

Marketing Associate (Contract Full-time)

November 2024 – January 2025

Nordik Spa-Nature

Ontario

- Structured a changing pricing model for B2B and B2C kiosk sales, optimizing promotional strategies to maximize engagement and product adoption, increasing success rates by 27%. Added targeted promotions based on preferences.
- Revamped invoice processing by automating email scheduling for promotional and billing communications, reducing handling time by 35% and improving response. Implemented automated reminders for payments to improve collection.
- Executed an immersive virtual experience during the promotional season for B2B and B2C prospects, driving over 1500+ daily walk-ins, increasing brand awareness, traffic. Enhanced the virtual platform for a global audience.

Marketing Operations Analyst

October 2022 – December 2023

Epicor Software (B2B SaaS)

India

- Developed email campaign automation workflows within Salesforce Marketing Cloud, driving a 23% increase in lead conversion rates and a 46% open rate through segmentation and A/B testing. Resulted in enhanced targeting strategies.
- Deployed CRM-driven customer engagement models by refining lead scoring algorithms and campaign outreach, boosting high-value lead acquisition by 19%. Aligned campaigns with customer behavior patterns and analytics.
- Conducted YoY revenue assessments for North America, Europe, delivering 12+ insights aligned with evolving revenue objectives. Disbursed forecasting reports that helped optimize resource allocation, budget planning across regions.
- Executed post-merger CRM migration of 1.5M records, preserving interaction history and ensuring lead pipeline continuity. Completed CRM system integration on time while minimizing disruption to ongoing sales operations.
- Collaborated with stakeholders on ICP creation, promotional campaigns, and landing pages to generate marketing-qualified leads and sales-ready opportunities. Rationalized lead nurturing tactics to improve pipeline health by 12%.

Lead Development Representative

January 2021 – October 2022

Paychex IT Solutions (B2B SaaS)

India

- Implemented a CRM-integrated validation protocol for Salesforce, reducing redundancy and improving sales forecasting efficiency by 20%. Enabled sales teams to better manage leads and target priority prospects with improved accuracy.
- Designed personalized outbound strategies using LinkedIn, ZoomInfo, and sales tools, achieving an 18% lead conversion rate and \$800K in pipeline impact. Utilized data-driven insights to optimize outreach and messaging to decision-makers.
- Conducted secondary research across platforms to supply sales teams with C-level insights, trigger-based hot leads aligned to TAT, boosting pitch effectiveness by 9%. Facilitated sales conversations and increased deal closure rates.
- Equipped account profiling including business segments, services, and competitors to enable focused prospecting and enhance deal closure rates by 15%. Delivered actionable insights that shaped sales strategies and account prioritization.

Marketing Research Analyst

March 2017 – May 2018

Smart Commut Technologies Ltd

India

- Engineered campaign dashboards and survey frameworks to analyze customer behavior, increasing insight-driven marketing decisions, improving GTM strategies by 18%. Delivered actionable insights to stakeholders on consumer trends.
- Accelerated communications and automated CRM feedback, enhancing campaign alignment and sentiment tracking efficiency by 45%. Improved the customer experience by leveraging feedback loops to fine-tune product messaging.

EDUCATION

Master of Business Administration, Marketing

July 2018 – May 2020

Andhra Loyola Institute of Engineering and Technology, India

Bachelor of Technology, Computer Science

September 2013 – April 2017

PVP Siddhartha Institute of Technology, India

CERTIFICATIONS & ACHIEVEMENTS

- **Salesforce Email Marketing Cloud Certified**
- **Ringlead Certification**
- **Guest Speaker at Elite Aqua Chem Technologies**