

# Greg Staunton

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## EDUCATION

2007 – 2008

**UNIVERSITY OF HUDDERSFIELD**

Digital Marketing (MSc)

**Technical Skills**

Certified Eloqua Implementation Consultant  
HTML, CSS, JavaScript

2001 – 2002

**UNIVERSITY OF LEEDS**

Webmaster Diploma (ASIPT)

**Marketing Automation Platforms**

Silverpop Engage, Eloqua, Marketo, ExactTarget

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## EMPLOYMENT

### MARKETING

2018 (Current)

**Senior Eloqua Consultant**

London

***PwC (Contracted through my Company, Sockpuppet Digital)***

I am currently working onsite alone on a re-implementation of Oracle Eloqua after KPMG and Oracle failed. I cannot disclose the client on this CV but I am happy to talk about it over the phone. Over and above the typical full implementation my duties include:

- Full Eloqua Solution Architecture
- Analysing business requirements and translating them into solution design documents so Eloqua developers could work on them, this included assessing time to complete tasks and checking developer work
- Heavy integration work into two CRMs
- Designing and implementing with marketing fully automated marketing campaigns for each stage of the buying cycle

2015 - 2018

**Senior Eloqua Consultant**

London/Oslo

***Deloitte Digital (Contracted through my Company, Sockpuppet Digital)***

I was the lead business analyst, consultant, and developer for three large Oracle Eloqua implementations.

- BT – Oracle Markie Winner (Rapid Marketing Transformation)
- Vodafone – Oracle Markie Runner Up (Best Marketing Ecosystem)
- DNV GL

2015

**ExactTarget Contractor**

London

***Eurostar***

I lead the technical implementation of ExactTarget after a migration from Silverpop and developed the email marketing team / processes so that they were self-sufficient and no longer needed to use agencies for the build / send of their outgoing email communications. Specific tasks included:

- Architecting the migration of transactional emails to ExactTarget
- Development of user journeys through Journey Builder
- Mapping Integration Between Exact Target and SFDC enabling a customer 360' view in SFDC for the call centre

2014 – 2015

**Bluewolf Group**

London

***Global business consulting firm, 300+ Employees***

**Marketing Automation Consultant**

My major client was Aberdeen Asset Management. My main role was to develop custom, bespoke solutions around their SFDC / Eloqua integration.

2012 – 2014

**MarketOne Europe LLP**

London

***Integrated demand generation service agency, 300+ Employees***

### **Group Manager - Marketing Automation**

I used run the Eloqua Managed Services department. I had 6 people in my team and we were responsible for all Eloqua work in several different clients' instances which included solution architecture and writing up all statements of work. My managerial highlights included reducing headcount by half whilst increasing throughput through personal development. My non-managerial highlights included:

**Sony** – Redesigned/Rebuilt new lifecycle programs for the videographer customer segment. The original campaign took MarketOne nearly 6 months to build. It took me one month to build the new one.

**Eaton Electrical** – Architected/Built German double opt in procedure, Migrated four countries from the LBI platform to Eloqua. Architected 12 Month lead nurture program, designed & built Lead scoring program

**Oracle** – Architected off the shelf partner marketing engine

**WorldPay** – Architected a commercial marketing engine through integrating DemandBase, Live chat, Oracle CRM, Oracle Eloqua Marketing Suit and a 12 month demand program to feed the engine.

Other clients include: ReturnPath, CPA Global, AutoDesk, ServiceNow

**2011 – 2012**

**Axios Systems Ltd**

Edinburgh

**IT Service Management Software Vendor, 300 Employees, 16 Offices, £50 Million+ Global Turnover**

**Marketing Campaign Manager (Interim Global Marketing Manager)**

I was standing in as the Global Marketing Manager. I had 8 direct reports, a Design Team of 2 and a webmaster at my disposal. I reshaped the entire marketing operation. Highlights included:

- Developing custom KPI reporting in Salesforce
- Developing 12 month global marketing plan
- Implementing a lead scoring system
- Developing sales enablement
- Aligning sales & marketing through shared metrics
- Runner up 2012 for best lead nurture campaign EMEA

**2008 – 2011**

**Silverpop Inc**

**Email Marketing Solution provider**

09/10

**Product Consultant / AM**

London

**East Coast Railways** – I was responsible for building all East Coast dynamic content emails and ensuring that the correct data (CRM segmentation push method) prior to send was being pulled over.

**British Gas** – Consolidated their database, developed multi channel service and marketing campaigns utilizing Email, SMS, Direct Mail and finally call centre. Multi touch marketing campaigns were developed to decrease use of the call centre. Integrated web tracking set up and behavioural campaigns were initiated, the best success was triggered emails during cart abandonment whilst on cross sell campaigns.

**Freemans Grattan Holdings** - Technical Implementation & 1 day turnaround.

Other clients included Inter Tops, Stan James, Littlewoods Shopdirect, 888.com

### **MILITARY (Active Service)**

**1997 – 2010**

03/10 - 09/10

**Section Commander / 2IC**

Afghanistan

03/05 - 10/05

**Section Second in Command**

Iraq

09/98 - 09/00

**Infantry Combat Soldier**

Northern Ireland