

# 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 - 2019

**Senior Eloqua Consultant & Developer**

London/Amsterdam

***Reed Business Information (RBI)***

I was lead developer and consultant onboarding both Nextens and XpertHr with the Eloqua platform, as well as providing support to 15 marketers:

- Integrated both instances of Eloqua with SFDC
- Integrated Eloqua with Hadoop
- Designed and implemented Account based (ABM) scoring models & lead nurture campaigns
- Trained all marketing staff on the use of Eloqua
- Developed lead nurturing campaigns across different products

2017 - 2018

**Senior Eloqua Consultant**

London

***PriceWaterhouseCoopers (PwC)***

I was 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 included:

- Oracle CX 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 - 2017

**Senior Eloqua Developer**

London/Oslo

***Deloitte Digital***

I lead three implementations for some of Oracle's largest clients in the UK across Eloqua, SRM and Compendium after they purchased the stack:

- BT – Oracle Markie Winner (Rapid Marketing Transformation)
- Vodafone
- 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**

My role here was to optimise how our larger clients used our software in conjunction with other tool to deliver multi-channel campaigns.

**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. This included automated persona development.

**Eurostar** – I built all dynamic content emails for Eurostar and reported on them.

**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.