

Greg Staunton

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

EMPLOYMENT

MARKETING

2019 - 2020

Eloqua DevOps

Portsmouth

SSE Electricity

I was part of a DevOps team working across the Oracle stack, my role was supporting marketing operation through deep integration and custom development.

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 | <p>Bluewolf Group <i>Global business consulting firm, 300+ Employees</i> Marketing Automation Consultant My major client was Aberdeen Asset Management. My main role was to develop custom, bespoke solutions around their SFDC / Eloqua integration.</p> | London |
| 2012 – 2014 | <p>MarketOne Europe LLP <i>Integrated demand generation service agency, 300+ Employees</i> 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</p> | London |
| 2011 – 2012 | <p>Axios Systems Ltd <i>IT Service Management Software Vendor, 300 Employees, 16 Offices, £50 Million+ Global Turnover</i> 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:</p> <ul style="list-style-type: none"> • 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 | Edinburgh |
| MILITARY (Active Service) | | |
| 1997 – 2010 | | |
| 03/10 - 09/10 | <p>Section Commander <i>Commanded 14 ISAF & 20 Afghans on high intensity counter insurgency operations</i></p> | Afghanistan |
| 03/05 - 10/05 | <p>Section Second in Command</p> | Iraq |

Administrated 10 UK troops in support operations

09/98 - 09/00

Infantry Combat Soldier

Supported the RUC in maintaining public order

Northern Ireland