Varghese Anthony

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Email id: varghese_anoy@yahoo.com / vargheseanoy@gmail.com

Work Experience: Total I.T. experience (Unica Domain) of 12.6 years.

HCL Technologies Ltd.
Senior Technical Specialist – Working since July 2021.

Role:

- Conducting demos for various Unica products for the client and also taking care of troubleshooting of specific client issues.
- Working on projects for a critical client as a Technical SME for Unica related trainings, best practices, and client specific requests.

IBM India Private Limited
Senior Advisory Consultant – Worked from October 2019 till July 2021.

Role:

- Tackled system issues, integrations, patching activities and integration of CRM system into the existing BAU post migration of older process flows into the new CRM based model.
- Completed the installation of Unica Application fixpack 11.1.0.3 on production and UAT environments with integration of Unica campaign with Social media platforms and releasing the same for BAU post successful completion.

Eclerx Services Ltd.
Senior Process Manager – Worked from April 2019 till September 2019.

Role:

Managed the then ongoing client campaign operations and preparation of daily reports for various regions of APAC, LATAM, etc. regions and also undertaking various discussions on the possibility of future campaigns and suggesting industry standard practices for oncoming campaigns.

Edelweiss Broking Ltd.
Campaign Manager – Worked from September 2017 till March 2019.

Role:

Managed the then ongoing Unica implementation and the old legacy campaign management system which includes migration of campaigns from the old legacy system to the Unica environment, creation and management of reports and also providing training to the business team on the then IBM Unica application.

Customer Centria Enterprise Solutions Pvt. Ltd.

Solutions Consultant – Worked from October 2014 till August 2017.

Role:

- Worked as Subject Matter expert for IBM Campaign and IBM Opportunity Detect for various projects in India and abroad. Details of the same are given below.
- Providing training on IBM Unica Modules to the business team.

Xerago Analytics Pvt. Ltd.
Functional Consultant – Worked from March 2011 till September 2014.

Role:

Trained on Unica Modules and undertaking of projects for clients post training.

Project Details:

Project Profile #16

Company	:	IBM India Pvt. Ltd.
Location	:	Gurgaon, Haryana.
CRM's used	:	HCL Campaign and HCL Interact.
DB	:	Oracle 12c.
Duration	:	Working from October 2019 till June 2021

Project Role:

- Taking care of technical issues encountered during the BAU activities and also taking care of new implementations including fix-pack upgrades project for Unica Campaign and Interact modules.
- Setting up of UAT environment with installation and configuration of Campaign and Interact modules.

Project Profile #15

Company	:	Eclerx Services Ltd.
Location	:	Airoli, Navi Mumbai.
CRM's used	:	IBM Campaign.
DB	:	Teradata.
Duration	:	Worked from April 2019 till September 2019.

Project Role:

- Managed on-going client project for APAC and LATAM regions and also building of campaign workflows for multiple complex trigger-based campaigns.
- Suggesting of the standard industry practices for the newly developed campaigns.

Project Profile #14

Company	:	Edelweiss Broking Ltd.
Location	:	Vidyavihar/ Kalina, Mumbai.
CRM's used	:	IBM Campaign, IBM Interact 9 and IBM WCA.
DB	:	DB2.

Duration	:	Worked from September 2017 to March 2019.

Project Role:
Building of multiple workflows in IBM Interact and Campaign modules for various scenarios to avoid Customer drop offs and many other scenarios and suggesting life cycle workflows in the new Unica setup for more value-added customer engagement.

Project Profile #13

Company	:	Customer Centria Enterprise Solution Pvt. Ltd.
Location	:	Thane, Mumbai.
CRM's used	:	IBM Opportunity Detect 9, IBM Campaign 9, IBM Interact 9.
DB	:	Oracle 11g.
Duration	:	Worked from April 2017 till August 2017 .

Project Role:
Assisting the support team in handling day-to-day change requests in Detect, Campaign and Interact in UAT as well as Production.

Project Profile #12

Company	:	Customer Centria Enterprise Solution Pvt. Ltd.
Location	:	Singapore.
CRM's used	:	IBM Opportunity Detect 9.2, IBM Campaign 9.2, IBM Interact 9.2.
DB	:	Oracle 11g.
Duration	:	February 2017 to March 2017.

Project Role:
Working on Detect 9.1, assisting in creating data-sources and triggers on production and SIT and testing the end-to-end setup in production and SIT setup and taking necessary sign-off from the marketing team.

Project Profile #11

Company	:	Customer Centria Enterprise Solution Pvt. Ltd.
Location	:	Thane.
CRM's used	:	IBM Opportunity Detect 9.
DB	:	Oracle 11g.
Duration	:	January 2016 to January 2017.

Project Role:

Gathering, understanding and designing trigger requirements from the marketing team and subsequent UAT sign-off before moving into production

Project Profile #10

Company	:	Customer Centria Enterprise Solution Pvt. Ltd.
Location	:	Zambia, Tanzania, Congo DRC, Gurgaon, Noida.
CRM's used	:	IBM Campaign 10.
DB	:	DB2.
Duration	:	January 2015 to January 2016.

Project Role:

- Understanding client's requirement for various campaigns and designing the campaigns based on the requirement.
- Taking necessary signoffs after successful UAT testing and moving the same to production.

Project Profile #9

Company   :   Customer Centria Enterprise Solution Pvt. Ltd.
Location   :   Jogeshwari, Mumbai.
CRM's used   :   IBM Campaign 9.
DB   :   Oracle 12c.
Duration   :   November 2014 to December 2014.

Project Role:
Understanding target customers and designing customer specific campaigns and offers after taking necessary signoffs from the business team.

Project Profile #8

Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Goregaon, Mumbai.
CRM's used   :   IBM Detect 8.5, IBM Campaign 8.5.
DB   :   Oracle 11g, Oracle Warehouse builder.
Duration   :   September 2013 to September 2014.

Project Role:

- Installation of IBM Unica Affinium Detect 8.5 on the foresaid platform and to trouble-shoot any problems arising thereof.
- Creating a central repository for db for customer demographic and transactional data from data sources thereby incorporating them in single database for IBM Campaign usage.

Project Profile #7

Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Kanjurmarg, Mumbai.
CRM's used   :   IBM Detect 8.5, IBM Campaign 8.5.
DB   :   IBM Netezza 7.
Duration   :   August 2013 to September 2013.

Project Role:
Migration of the ETL scripts from Sybase database to the IBM Netezza 7 database.

Project Profile #6

Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Kanjurmarg, Mumbai.
CRM's used   :   IBM Detect 8.5.
DB   :   SQL Server 2008.
Duration   :   May 2013 to July 2013.

Project Role:

Automation of the manually processed Non-Managed base thereby enabling the automation script to the check the data tables for the last six months into daily IBM detect processing.

Project Profile #5

Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Kanjurmarg, Mumbai.
CRM's used :   IBM Detect 8.5.
DB   :   SQL Server 2008.
Duration   :   Jan 2013 to Mar 2013.

Project Role:

- Completion of Detect 8.5 migration and by un-Installing the older version of Detect (7.5) and installing the newer version (8.5) after taking back-up of the existing setup.

Project Profile #4

Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Kanjurmarg, Mumbai.
CRM's used :   IBM Detect 7.5.
DB   :   SQL Server 2008.
Duration   :   October 2012 to December 2012.

Project Role:
Checking for the potential new customers within the threshold limit based on the logic provided by the business team simultaneously ignoring those customers who are already present in the Detect customer base.

Project Profile #3

Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Kanjurmarg, Mumbai.
CRM's used :   IBM Detect 7.5.
DB   :   SQL Server 2008.
Duration   :   July 2012 to September 2012.

Project Role:
Identifying the New Core Banking (NCB) Customer Base in the Bank's source system based on the business logic and redesigning the existing ETL to incorporate these NCB customers in existing detect database.

Project Profile #2

Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Kanjurmarg, Mumbai.
CRM's used :   IBM Detect 7.5.
DB   :   SQL Server 2008.
Duration   :   November 2011 to May 2012.

Project Role:
Identifying the Forex base customers in the Bank's source system based on the business logic and redesigning the existing ETL to incorporate these Forex customers in existing detect database.

Project Profile #1

Title   :   EBM leads generation.
Client   :   HDFC Bank Ltd.
Company   :   Xerago Analytics Pvt. Ltd.
Location   :   Kanjurmarg, Mumbai.
CRM's used   :   IBM Detect 7.5, IBM Campaign 7.5.
DB   :   SQL Server 2008.
Duration   :   March 2011 to November 2011.

Project Role:

- Extracting error free data from various data sources for leads processing and performing pre-production run checks like checking of space, back-up of the previous run, etc. and initiating the Detect run.
- Ensuring completion of upload of daily outcomes into the database after successful leads processing for the Business team.
- Performing post-production checks and to resolve any queries raised by the Business team in regards to the leads processing.

Educational Qualifications:

- Passed S.S.C. from Mumbai University in Mar 2000.
- Passed H.S.C. from Mumbai University in Feb 2002.
- Passed T.Y. Bcom examination from Mumbai University in Mar 2006.
- Oracle 9i DBA (SQL, PL/SQL, Fundamental I, Fundamental II and Performance Tuning) one year course from Aptech Institute in September 2009.

Skills:

Databases: Oracle 12c, MS SQL Server, DB2, Netezza, SingleStore.

Operating systems: Windows, Linux (RHEL).

CRM - HCL Unica Campaign 12x, HCL Interact 12x, WCA/Silverpop/Acoustic, HCL Deliver 12x, HCL Journey 12x. HCL Optimize 12x

Application Server - IBM WAS (Web Application Server), Apache TomCat.

Languages: MS SQL, Oracle SQL and PL/SQL.

Personal Information:

Name   :   Varghese Anthony Koonan.

Fathers Name   :   Anthony Koonan.

Date of Birth   :   31st Dec 1984

Nationality   :   Indian.

Religion   :   Christian.

Sex	:	Male.
Passport No	:	P5432275
Languages Known	:	English, Hindi, Marathi, Malayalam and Tamil.
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LinkedIn	:	linkedin.com/in/varghese-anthony-koonan

Place: Mumbai   **Date**: August 22, 2023