Rajrishi Dubey

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Professional Summary

CRM, B2B Analytics, B2C, Marketing Analytics & Automation, Salesforce Configuration & Implementation, Product owner,Product Analytics, E-commerce, Digital Influencer, SAAS (Marketing and Sales Professionals)

7.8 years' experience in B2C & B2B, Sales & marketing Analytics, Marketing Strategy, Marketing Automation and product Analytics & Product Owner for e-commerce, tech, and SaaS companies. Expertise with scaling businesses and building marketing strategies that drive business revenue.

Strategically Minded with advanced analytical, Reasoning, and problem-solving skills. Proven track record in Sales & Marketing Operation Analyst, Sales Strategy, Salesforce Administrator/CPQ configured and Implementation, Pardot/ HubSpot Automation and managed sales and Marketing cloud application for companies. Data Analysis, Business Intelligence, Project management , Process improvements and research expertise using as Salesforce Analyst, Salesforce administration/CPQ, Administration and Implementation, Reporting and Dashboard and MDM expert capable of working independently and as part of a diverse team to customize salesforce.com environments. Organized and logical professional able to understand departmental and organizational objectives quickly yet concisely toward development of data provision solutions. Proficient in coding with SQL and SAS for query and data analysis. Expert level of knowledge with data visualization tools: Tableau, Looker, SAP Business Object

Skills

Skillsets:
Cloud:
Salesforce CRM, Salesforce Administration, Salesforce Sale Cloud, Salesforce Service Cloud, Salesforce CPQ, Salesforce Reporting And Analytics (Einstein Analytics), Salesforce B2B Pardot, Salesforce Marketing Cloud, Salesforce Developer.
Database:
Ms Access, SQL, T SQL, SOQL, SOSL, SAQL
BI (Business Intelligence):
Tableau, Looker

Analysis Skills:
SAS, Einstein Analytics
Programming Skills & Web Programming:
Apex Programming, Visualforce, HTML, CSS, Java Script
Agile & Scrum Skills:
Atlassian Jira, Agile & Scrum PSPO (Professional scrum product owner), User-centered design processes, Service and product design methodologies, Conducting design sprints

Work History

07.2021 - Current

Business Engagement Lead - Salesforce Excellance
Dr Reddys Laboratories - Hyderabad, India
Using Tools: Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce CPQ, B2B Pardot, Jira, Agile PSPO, Einstein Analytics
Product: API, API+, PQT, RFP
Experience:

- Acted as liaison between business, sales and IT teams to refine the product and incorporate features based on market demands.
- Collaborated with stakeholders to understand business problem statements and convert them into user stories.
- Articulated product vision and user stories in a way clearly understandable to development teams.
- Managed backlog of user stories for 2 products simultaneously.
- Established user story acceptance criteria and refined stories with Scrum teams.
- Created Sprint Release Plans with input from development teams.
- Applied Agile methods and processes to promote a disciplined and transparent project management process.
- Created and maintained the solution vision, roadmap, and backlog of work through the product's life cycle.
- Translated features into user stories within the team's backlog while managing, ranking, and prioritizing this backlog to reflect stakeholder's requirements.

08.2020 - 07.2021

Senior Salesforce Developer
Maverick Digital - Noida, India
Using Tools: Hubspot CRM, Salesforce CRM, Salesforce CPQ, Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce FSL, Pardot, Salesforce Einstein Analytics
Client: evTS, Identiti
Experience:

- Experienced on Salesforce CPQ for **Subscription, Billing,** invoicing can take control of sales process from **Quote to cash.**
- Experienced on Salesforce CPQ related configuration for **product setup, approval matrices, approval rules, process builders and flows.**
- **Pricing factors like variance pricing, volume-based pricing, attribute-based pricing** has been configured using Salesforce CRM.
- Experienced on Integrated **Salesforce CPQ integration for automating quoting, contracting and billing process.**
- Implemented **Quote-to-Cash** solution using Salesforce CPQ. Good understanding of the Salesforce CPQ.
- Experienced in configuring **price quote(CPQ)** with Salesforce
- Experienced on Configured Products, Catalog, Catalog Hierarchy, Bundle, Bundles within Bundle, Price Lists across all products.
- Configured complete PLI with different charge types and charge type criteria combinations for all the products and services.
- Involved End to End QA and UAT testing and validation of CPQ Products, Pricing and quoting ETC.
- Various pricing factors like variance pricing, volume based pricing, Attribute based pricing has been configured.
- Involved End to End testing and configuration enhancement for the CPQ and CLM Functionalities.

02.2020 - 07.2020

Digital Marketing Analyst and Marketing Automation
Lavu Inc - Hyderabad, India
Using tools: Hubspot Marketing Cloud, Hubspot CRM, Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce B2B Pardot
Client: Lexinton Homes
Experience:

- Managed the performance and effectiveness of all **marketing programs and lead generation campaigns including lead scoring and lead nurturing programs using Salesforce B2B Pardot.**
- Experienced on **Database management – segmentation, list acquisition/import, data cleansing, event capture, lead management etc.**
- Executed **ongoing project management of the execution of the marketing automation campaigns and programs using Pardot tools.**
- Developed the **marketing automation infrastructure, implementing best practices, including guidelines for emails, landing pages, campaigns etc.**
- Deployed integrated **marketing analytics/reporting package (inquiries, asset performance, nurturing outcomes, contact acquisition).**
- Assisted the **Salesforce administration team with the general management of Salesforce.**
- Developed and maintained **campaign flows to effectively move prospects through the buyer's journey.**
- Experienced on **Creating Pardot complex journeys through various Engagement Programs.**
- Worked on **Email module with email template creation, content configuration, personalization, sender profile setup and test send validations.**
- Experienced on **Configuring landing Pages with personalization and dynamic content to be used for various marketing purposes.**
- Experienced on **Form building activities to configure and setup enriched forms to capture lead data used during B2B communications.**

02.2018 - 06.2019   •

Salesforce Administrator
Isocrates MedTech Private Limited - Mysore, India
Using Tools: Salesforce CRM, Salesforce Sales Cloud, Salesforce Service cloud, Salesforce CPQ
Client: Lesilee Pool, OMI, Brushmaster
Experience:

- Performed the roles of **Salesforce.com Administrator and Developer in the organization.**
- Experienced on Administration of the salesforce environment; responsibility include customizing and implementing **profiles, roles, security setting, sharing rules, application, custom objects, field, page layout ETC**
- Experienced on Standard and Custom Objects - **Customization of standard objects, Custom object design /creation, Field level Security, Page layout design, Record type creation / maintenance, Object linking / relationships.**
- Experienced on **Data Management–Data integration rule, Data integration metrics, reporting snapshot, Data import/Export, Mass transfer records, Mass delete records, State and country/territory pick lists, pick list and schema settings, Data loader.**
- Experienced on **Creating workflow rules, page layouts, approval process, Tasks, Email alerts, field update and outbound messages to manage the workflow and approvals.**
- Experienced on **Integrated Data Quality tools with SFDC CRM such as Demand Tools to identify deduplicate data within any database table and improved overall productivity in managing large datasets.**
- Experienced **Created Lead funnel Dashboard for US global Sales & Marketing Operation team to see the performance of MQL Report, SQL report, Top campaigns by lead generated, unqualified lead ETC**
- Developed **various Custom Objects, Tabs, Visualforce Pages and Controllers.**
- Developed **APEX Classes, Controller Classes and APEX Triggers for**

various functional needs in the application.

- Created various Reports **(summary reports, matrix reports, pie charts, dashboards and graphics)** and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the organization's need.
- **Experienced on** Assigned **workflows for Lead conversion, transfers, merging duplicates, managing web-to-lead to track responses to online campaigns.**
- Written Triggers an order to **process incoming service e-mail requests from customers to automatically create new case records.**
- Performed administrative tasks like **Data management, User management (Creating and managing roles, profiles and users).**
- Experienced on **Migrating Components to different environments using ANT Eclipse and Change Sets.**
- Implemented **multi-channel service desk including email to case, web to case, CTI integration using Ingenious open CTI, live agent setup, Approval Process, Case escalation and assignment rules.**
- Worked on **Customizing service console.**
- Experienced on **Migrated data from Excel and CSV files to SFDC using Data Loader and Data Import Wizard.**
- Experienced on Maintaining **Sandbox environment for QA Activities**
- Experienced on Migrating the **code/components from sandbox to other sandbox using change set.**
- Experienced on **Designing, Developing, and deploying the custom objects, Page layouts, Custom tabs, Components, Apex classes and triggers to suit to the needs of the application.**
- Experienced on **Sales cloud, Service Cloud, Community cloud, CPQ and apex programming on force.com platform.**
- Experienced on Defined the **lookup relationship and master-detail relationship on the objects that helps in associating the record and defining a parent-child relationship in which the master object controls certain behaviors of the detail object respectively.**

05.2016 - 02.2018

Business Analyst II
TE Connectivity Services India Private Limited - Bangalore, India
Using Tools: Salesforce CRM, Hubspot CRM, Salesforce Sales Cloud, Salesforce CPQ
Clients: TE US Energy (In house Project)
Experience:

- Experienced on Preparing **Daily, Weekly, and Monthly report for US Global sales & marketing lead team in SFDC platform and BI tools Tableau.**
- Experienced on **Preparing Competitor Analysis, Swot Analysis, Cluster Analysis Reports and Dashboard using SQL queries to get the data from data warehouse and prepared it into Salesforce Einstein platform or BI tools ie: Tableau, Looker.**
- Experienced on preparing **Quarterly and Yearly Sales funnel reports and dashboard for observing sales & marketing business in Salesforce platform using Einstein Analytics.**
- Experienced on **Handling large complex data set and data cleanup, De- Duplication, Data validation, Data query activity.**
- Experienced on **Creating Sales Pipeline and Stages and Automated in sales pipeline stages .**
- Experienced on Creating many **sales and marketing reports based on analysis ie: Competitor Analysis, Swot analysis, Benchmarking, Time series analysis.**
- Experienced on **Import and Export of data from external systems and salesforce using standard Import Wizard, Data Loader, Force.com migration and force.com excel connector .**
- Worked on various salesforce.com standard object like **Accounts,**

contacts, **Leads, Campaigns, Opportunities, Quotes, Activities, Dashboard and Reports.**

- Experienced on Updating and implementing a **sales and marketing lead funnel to manage each stage of the funnel.**
- Experienced on **Workflow and approvals–Workflow rules, approval process, flow, process builder, tasks, Emails alerts, field updates, and outbound messages and send actions, process automation settings .**
- Experienced on Developing and maintaining all **reports, dashboards, workflow and sharing rules within salesforce.com to improve visibility to activities, pipelines & forecast.**
- Experienced on **territory planning strategy inputs to Sales and Marketing stakeholder using salesforce crm.**
- Experienced on **Troubleshooting and user Management for sales and marketing team globally.**
- Experienced on **lead management, Deal management and implementation of Sales pipeline to review for Sales process into Salesforce platform.**
- Developed and deployed **workflows and approval processes for opportunities and products/ assets management.**

04.2015 - 03.2016 ● ***Business Analyst***
Gapbridge Software Services - Bangalore, India
Using Tools: Hubspot CRM, Salesforce CRM, Salesforce Sales Cloud,Salesforce B2B Pardot
Client: Identiti, Ultimarc
Experience;

- Experienced on **Creating BRD Document, Use case diagram, Sequence diagram, Deployment diagram.**
- Experienced on **Creating custom fields and validation rules to the custom object.**
- Experienced on **creating various profiles, Roles, Page Layouts, and configured the permission based on the organization hierarchy requirements.**
- Developed **Apex Classes, Batch Apex, Controller Classes and Apex Triggers for various functional needs in the application.**
- Experienced on Using **SOQL & SOSL with consideration to governor limits for data manipulation needs of the application using platform database objects.**
- Experienced on Gathered requirements and had a thorough **understanding of interpreting customer/clients business needs and translate them into operation requirements.**
- Experienced on **Administered, configured and maintained salesforce.com applications User profiles, Roles, assigning permissions, generating security tokens, validation rules, upgrade installation.**
- Saved our clients **thousands of dollars and Man hours by automating almost 80% manual processes using declarative (Workflows, Process Builder E.T.C) and Programming (Apex Triggers/ classes and visualforce pages) tools.**
- Designed **Junction objects and Implemented various advance fields like (Pick list, Custom Formula fields, Field dependencies, validation rules, Workflow rules, Approval processes for automated alerts , Field updates, and Email alerts according to application requirements.**
- Experienced on **Scheduled bulk imports of data using Apex data loader and task factory.**
- Experienced on **Developed database objects, including tables, views, and materialized views using SQL.**
- Experienced on **Creating, testing, and managing on landing page.**
- Experienced on **Email set-up, Form Creation, Segmentation, and Drip Campaign.**
- Managed over 40 users **on the pardot platform (Marketing users and**

sales users).

- Created Monthly Operation Report and Dashboard into **salesforce platform (Sales KPI Report, Sales cycle length report, Sales Conversion Report, Sales & Order Report, Sales Performance Report etc**
- Created Daily B2B Report to control our operation team ie: **Number of Meeting set up by Sales Rep, Number of lead created by sales rep, Number of Sales/Closed Deals, Total volume of daily sales Etc., Weekly Sales report ie: Number of outbound call, Sales volume by channel, Lead to Opportunity Ratio, Opportunity to win ratio by Rep, Lead conversion ratio, MQL Report, Total Sales by Region ETC**
- Experienced on **Data cleansing report/dashboard creation and marketing campaign technical support.**

02.2013 - 06.2014

Research Analyst
Prognosys - Bangalore, India
Using Tools: Hubspot CRM, Salesforce CRM,Salesforce B2B Pardot
Client: Expendopedia, Lorren Burette, Mercy
Experience:

- Experienced on Understanding of business requirements and B2B marketing automation implementation through **salesforce pardot.**
- Experienced on **Application designing, enhancements, building BRD, validation and deployments.**
- Experienced on Created **pardot complex journeys through various engagement programs.**
- Experienced on Email module with **email template creation, content configuration, personalization, sender profile setup and test send validations.**
- Experienced on **Configuring landing Pages with personalization and dynamic content to be used for various marketing purposes.**
- Experienced on **Form building activities to configure and setup enriched forms to capture lead data used during B2B communications.**
- Experienced on **Prospect management, Prospect field configurations and visitor data management.**
- Experienced on **Configuring Automation Rules and Segmentation lists based on prospect categorizations and to be used in various marketing communications.**
- Experienced on **User management, role creation, and group configuration for Pardot business users.**
- Experienced on **Application Integrations and co-ordination with other Business teams like Salesforce CRM for enabling data flow between both the platforms.**
- Worked cross functionally between 5 different groups to help drive **analytic Adhoc reporting, Dashboard creation and built forecasting modes.**
- Experienced on **Forecasting Analysis and Industry Analysis, Competitive Analysis, Company Revenue Analysis.**
- Experienced on Preparing and maintaining **large volume of unstructured data into structured data in salesforce CRM.**
- Experienced on **managing the performance and effectiveness of all marketing program and lead generation campaign including lead generation and lead nurturing program.**
- Experienced to see database management–**segmentation, list acquisition/import, data cleansing, event capture, lead management etc**
- Utilized **Advanced Pivot Table and Excel IF Formula and function to manipulate large amount of data for Data cleansing, Data Validation to perform Research Data Report**
- Handled **Daily, Weekly, Monthly KPI report in SFDC, Tableau for IT Global Marketing team .**
- Developed and maintained **key performance reporting dashboard**

through salesforce and tableau.

Education

11.2009

Associate of Science, B.sc in Science (Chemistry, Physics, Mathematics), Jayprakash Narayan University - Chapra

04.2012

Associate of Science, PGDMClinical Research And Clinical Data Management, IcBio Clinical Solution - Bangalore

Certifications

- **PSPO (Professional Scrum Product Owner I** [**Credential ID: 747351**]
- [**Salesforce Certified Administrator**] License - [**Credential ID: 21492709**]
- [**Salesforce Certified Advance Administrator**] License - [**Credential ID: 21778174**]
- [**Salesforce Certified CPQ Specialist**] License - [**Credential ID:20271384**]
- [**Salesforce Certified Platform App Builder**] License - [**Credential ID:21788563**]
- [**SAS Base**] License - [**Issued By 2012 (No Expiry)**]