PRASANNA SEKAR

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CRM CONSULTANT

CRM Consultant with over 10+ years of experience in Salesforce and Siebel CRM. Ample experience in experience leading development and maintenance support teams of CRM landscape of organization. He has extensive experience across Sales/Service/Marketing Clouds as well as Siebel CRM. Consistent track record of managing a small-to-medium sized team.

SKILL HIGHLIGHTS

- Salesforce Marketing Cloud
- AMPscript
- SSJS
- Shell Script
- JavaScript
- REST API
- HTML5/CSS
- SQL

PROFESSIONAL EXPERIENCE

Volvo Cars – Gothenburg, Sweden   Feb 2022 – Present
Full Time - Infosys Limited
Consultant/Developer

- Worked with business owners to understand their requirements for Salesforce Marketing Cloud application.
- Participate in business and system requirements sessions.
- Prepare proof of concept (POC) development to validate proposed solution and reduce technical risk.
- Worked on CDP Data streams, Data model, Data Lake objects and Mapping to the primary key for all the data streams to match with unifying record.
- Worked on the CDP Integration with all other systems in the Architecture to unify the data personalization on segmentation for Marketing cloud.
- Worked in various marketing cloud components: Cloud Pages, Email Studio, Mobile Studio,Web Studio, Journey Builder, Audience Builder and Content Builder.
- Customized new solutions on the Salesforce Marketing Cloud platform using AMPscript, SSJS,HTML, CSS, SQL, data extensions, API, and app platform
- Performed the detailed design, configure, build, and test of application and technical architecture components.
- Integrated CDP with Marketing cloud, interaction studio, Service cloud and MuleSoft to create and unify these data streams.

- Worked on building the mapping rules on CDP for different data lake objects.
- Designing Landing pages using Salesforce marketing Cloud (SFMC) functionalities AMPscript, Email Studio, Automation Studio, Journey Builder, Cloud Pages, Contact Builder, and Content Builder and Writing and debugging SQL statements.
- Create, Implement and update Automations using Journey Builder, Contact Builder and Created AMPscript for Dynamic content and email personalization.
- Worked with marketers team to use calculated insights to define segment criteria and personalization attributes for activations using metrics, dimensions and filters.
- Worked on CDP Ingestion API to bring data into CDP using yaml

Capital Blue Cross – Chennai, India   Jan 2021 – Jan 2022
Full Time - Infosys Limited
Consultant/Developer

- Understand and map Business Processes & Challenges into our technical product suite, ensuring scalable, secure, comprehensive solution designs.
- Create, manage, and presented Business requirement document that aligns to the as-is Salesforce Marketing Cloud solution, and overall system / integration environments at Salesforce.
- Worked on Solution design for Marketing Cloud, including Salesforce Marketing cloud suite, CDP and SFIS
- Worked on roll out of CDP and SFIS
- Worked with marketers team to use calculated insights to define segment criteria and personalization attributes for activations using metrics, dimensions and filters.
- Worked on the Interaction studio customization on developing and identifying the valid use cases.
- Validated beacon deployment and catalog data to interaction studio.
- Have done many integrations and used the Salesforce Marketing Cloud connector to connect to multiple salesforce orgs.
- Hands-on experience on different channels of Marketing Cloud Email Studio, Web Studio, Social Studio, Mobile Studio, Interaction Studio, Marketing Cloud Connect; Native and Custom integrations with the Platform; Pardot, Google Analytics
- Experience SFMC admin setup, IP warming, SSL setup, Understand Business Data Model segmentation of Data

Chalhoub – Chennai, India   Jul 2020 – Dec 2020
Full Time - Infosys Limited
Consultant/Developer
- This project involves creating marketing cloud solution to bring in Customer and its related voucher data by integrating with Salesforce Service Cloud which helps Chalhoub in managing Vouchers and to offer benefits to the customers within the Marketing Cloud.
- Lead the integration solution implementation for SFMC and external voucher system and consulted our marketing partnersfor defining customer journeys.
- Developed Solutions with Email Studio, Content Builder, Journey builder, Contact Builder, Automation Studio in SFMC
- Tracked regulatory developments and provide statusupdates to Client

management.
- Co-ordinating resources to deliver projects on time and to budget and Communicating with senior managers and customers on the status of projects.
- Developed API Framework for sending data from Marketing cloud to external system using REST API calls.
- Automation of loading data into Salesforce Service Cloud load using Data loader.

Capital Blue Cross – Chennai, India   Jan 2019 – May 2020
Full Time - Infosys Limited
Consultant /Developer
- The project involves application development (configuration & customization) and support of the Salesforce Marketing Cloud application. The application uses Salesforce Marketing Cloud to support marketing campaign management and deploy unified marketing platform for customer engagement for Group Insurance and migrating the existing legacy system (Listrak) to Salesforce Marketing Cloud. The application is used for Small Group, Small Group ASO and PPACA, Mid-Market, Standard Commercial, CBI, Large Group and Medicare segments.
- Successfully migrated Insurance enterprise level organization from Listrak to the Salesforce Marketing Cloud Platform - configured and operationalized the BAU process along with designing and configuring journeys
- Worked in Email Campaign (Creation of Emails using HMTL templates, Content blocks and AMPscript) using Content builder . Created Dynamic content blocks using content builder.
- Supported engagement with stakeholders to provide a clear perspective on the business issues, challenges and opportunities available to them in the market, through impactful research and analysis on the implications
- Monitoring, tracking and reporting progress to the Program Manager and senior business stakeholders
- Identify, assess and document business requirements, recommend business priorities, and advise business on options, risks and costs
- To understand the client and project requirements (both functional and non-functional) by assimilating inputs from Business Analysts/SMEs and seeking clarifications, if any, to participate efficiently in the Development and Testing phases of the project.
- Created DE for storing data, importing Data into DE using automation & SQL scripting for segmentation
- Worked on Data Views, import activity and created automation to pull records from FTP & load the data into Marketing Cloud
- Automation: Experience in building automations within Automation Studio (writing SQL Queries, SSJS activities, setting up data import/export activities)
- Created AMPscript for personalization of email, calling content areas and making newsletter dynamic.
- Performed functional testing of Emails campaigns using Return Path to ensure the email meets CAN-SPAM Standards

Telstra Corporation Limited– Chennai, India   Dec 2015 to Dec 2018
Full Time – Accenture Solutions Private Limited
Senior Application Support Engineer/Application Development Specialist
- This project involves development of developed a new application for Telstra Partner

portal consultants, Back of House consultants and Order Remediation Application users. These call center users will create customers, contacts, accounts, billing accounts, quotes, and interactions and provide the details for order creation team – Front of House users who works on Order Management Application, which was already established in Siebel CRM.

- Mentored team members on new features and new technologies.
- Design and development of various modules & functionality of Customer Care and Order Centric Applications.
- Experience in developing and customizing the Siebel Open UI Application using HTML5, jQuery and CSS
- Served as a technical liaison, resource and primary point of contact between application end-users and IT
- Extensive experience in troubleshooting production issues
- Troubleshoot analyzed and implemented solutions for issue resolution.
- Resolve production issues by performing root cause analysis, coding immediate solutions, and ensuring smooth deployment
- Monitored, troubleshoot and resolved requests within the Service Level Agreement parameters.
- Adept at implementing client specifications and providing production support.
- Involved in multiple Siebel upgrade projects and was lead developer/architect in Siebel Open UI upgrade to Innovation Pack 2015. Enhanced UI layer in Siebel Open UI by creating Presentation model, Physical render and Plug-In wrapper scripts using jQuery, HTML, JavaScript and CSS.
- Experience in creating Technical design specification (Application, Interface, Infrastructure), Design Review Report, Code Review report, Unit Integration Test Report. Good communication skills, problem solving skills, organizational abilities, and analytical skills. Experience working in AGILE development environment.

Telstra Corporation Limited– Chennai, India   Dec 2015 to Nov 2016
Full Time – Accenture Solutions Private Limited
Senior Software Engineer
- This project involved development of a new application for Telstra Partner portal consultants, Back of House consultants and Order Remediation Application users.
- My role includes conceptualizing, identifying and developing Open UI functionality in order management setup of Telstra order management architecture.
- Since POC phase, I have taken care of this innovative program till production, crossing many testing phases.
- Responsible for analyzing, performing and resolving long running and BAD SQLs which surfaces out during high volume.
- Worked on a release which includes configuration and integration mechanisms like web services for service request creation.
- Functional Design Document preparations sign off.
- Escalation point of contact.
- Have been SPOC for Client during Super Triage and war room support.
- Providing training and defining business process to End user, BPVT user, FOH Users, BOH User and Partner Portal Users.
- Experience in working on agile development releases.

- Created a JavaScript and modified CSS file to create a custom error message dialog box which is reused in pop-up messages and alerts.
- Created multiple Presentation modal and physical renderer files for displaying pop-up messages, alerts and validations using JavaScript, JQuery and CSS.
- Redesigned user interface for text area fields in Open UI by created custom plug-in wrapper and modifying CSS files.
- Mapped the custom JavaScript/CSS files created to Application/applets in Manifest Administration views.
- Created/Updated Technical Design Document (Application, Interface and Infrastructure), Design Review Report, Code Review Report, Unit Test Report, and Traceability Matrix for project releases.

Telstra Corporation Limited– Chennai, India   Dec 2013 to Nov 2015
Full Time – Accenture Solutions Private Limited
Software Engineer
- This project involves in enhancing its Siebel Call Centre application to make the experience of Telstra's customer service smoother and to make the order creation more familiar and easier to handle
- Configuring Tables, Columns, Business Components, Business Objects, and Mapped them to data base object layer and configured Views, Applets, Screens, Symbolic Strings and drilldowns using Siebel tools.
- Involved in Customized applets - added new controls and list columns and mapped with corresponding fields at the Business Object layer.
- Created the Policy's, User Properties, eScript for invoking workflow Process.
- Building new Siebel entities using Configuration/Scripting/Workflows and customized Business Services.
- Writing Browser and Server scripts on Siebel Objects (Application, Business Component, Business Service, Applet).
- Also performed partial Admin activities which involved coordinating with Admin team for compilation and publishing of SRF in multilingual environment, preparation of Upgrade Kits for remote users, setting up of LOVs, Workflows.
- Developed batch jobs using batch scheduling tools (like Control-M) & Telstra batch framework

ENEL Group– Pune, India   May 2012 to Nov 2013
Full Time – Accenture Solutions Private Limited
Associate Software Engineer
- This project was developed for ENEL, one of the leading Gas and Power providers of Italy. The client was using different systems to capture customer details. Accenture developed Siebel CRM application (Siebel e Energy) in line of the client's requirements. To this end, Accenture integrated other systems with Siebel CRM, developed business processes. We used TIBCO MQ/JMS, External data sources, Data mapping, Siebel Web Services, Business Services, Configuration and Integration Workflows to successfully implement the project.
- Has worked as a Siebel Developer in this project.

- Configuring Siebel e Energy Application using Siebel Tools 7.8 to meet the client requirements.
- Created and Customized Business Components, Business objects, Applets, Joins, Links, toggles.
- Have experience on e Scripting, Business Services.
- Have ample knowledge on order management from Customer to Asset of the customer.
- Configuration of Pick lists, Drilldowns to enhance the functionality of the Siebel application.

EDUCATION

Bachelor of Engineer in Electronics and Communication - Hindustan University, India, 2012

CERTIFICATIONS

- ➢ Salesforce Certified Marketing Cloud Developer
- ➢ Salesforce Certified Marketing Email Specialist
- ➢ Salesforce Certified Marketing Cloud Administrator
- ➢ Marketing Cloud Customer Data Platform Accredited Professional
- ➢ Salesforce Certified Sales Cloud Consultant
- ➢ Salesforce Certified Administrator
- ➢ Microsoft Certified: Azure Fundamentals