

RAVITEJA SURE

Salesforce/Oracle Cloud Consultant
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Professional Experience

Key Strengths:

- More than 10 years of Experience as a Techno-functional consultant handling responsibilities related to requirement gathering, business analysis and the same was analyzed with the IT teams and user departments to translate into system developments
- 2+ years of experience in SFMC, Interaction Studio, Salesforce CDP
- Having good knowledge with hands on experience on Salesforce CDP features such as Data Streams, Segmentations, Activation, Data Models, ETL Integrations
- Having good exposure to Interaction Studio and familiarized with Site map, content zones, web campaigns, Web templates, Open-time email campaigns, Einstein recommendations
- Cross - Channel Marketing Specialist with experience in Email/SMS/Push marketing
- Having exposure as Project Manager/ Architect/ Lead roles
- Developed high level technical and functional solution documents and documented all requirements gathered
- Worked with Multi-Org connector technical solution setup along with Marketing cloud connector setup of various business units
- Developed Data Model in marketing cloud for data extensions using synchronized data extensions , shared data extensions and used filters and queries
- Experience working with various companies across multiple disciplines including Education, Finance, Retail, Healthcare and Utilities.
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Worked as a pre-sales member to understand RFP / RFQ and to understand the requirements from business and advising the feasibility and deliver demos to customer
- Experience in Technical proposal defense presentations
- Assisting internal teams in setting up and conducting A/B and multi-variant testing based on criteria such as segmentation, offer, offer presentation and creative.
- Good knowledge & Experience in implementing end to end Salesforce/Oracle Customer experience life cycle
- Experience in designing solution architecture diagram
- Well versed with OOTB features and used to map Business requirements with Product features

Work Experience:

Company	Role	Start Date	End Date
Deloitte	Senior Consultant	Sept - 2021	Present
WeSquare Solutions	Senior Consultant	May - 2019	Sept - 2021
TransSys Solutions	Consultant	Feb - 2016	May - 2019
CRMIT Solutions	Consultant	Aug - 2013	Feb - 2016

Certifications

- Salesforce Marketing Email Specialist
- Salesforce Marketing Admin
- Salesforce Marketing Personalization Accredited Professional
- Eloqua Marketing Cloud Implementation Specialist
- Oracle Service cloud implementation specialist
- Salesforce customer data platform accredited professional

Academic Qualification

- BTECH: - Jawaharlal Nehru Technological University, Kakinada, Andhra Pradesh, India
- Branch:- Computer Science
- Grade - 1st Class with 74%

Technical Knowledge

- Coding Languages: Java, Java script, HTML, CSS , Rest API, PHP
- Tools: Eclipse
- Products: Salesforce CRM, Salesforce Marketing Cloud, Salesforce Interaction Studion ,Eloqua, Salesforce CDP

Project Experience

Project -1 : SFMC implementation for 16 Retail Brands

Client Name: Newell, USA

Role: Techno-Functional Consultant

Applications: **SFMC, SFIS, SFCDP**

Responsibilities accomplished:

- Managed team of 11 developers and distributed tasks among them and helped them while implementing
- Responsible for designing solutions on all integrations in the project
- Worked on the design and implantation of the project.
- Managing subscriber data, import and segmentation using a combination of Salesforce tools and database queries
- Used Journey builder in running more than 70 different campaigns along with Automation Studio and Contact Builder.
- Leverage AmpScript to automate email sending processes.
- Created custom landing pages using SSJS to monitor the Automations
- Implemented deletion compliance logic
- Create emails in Exact Confidential using content builder, WYSIWYG editor, and html
- Enabling dynamic content management and personalization using AMPScript
- Performed tasks to create Data Streams, Data ingestion, Data unification, Segmentation & Activation
- Design and execute customized solutions, such as API integration and using Data Extensions, by leveraging Salesforce Confidential (SFMC) and other toolsets and leveraging industry best practices

Project 2 : Salesforce Marketing Automation implementation for Financial vertical

Client Name: Edward Jones, USA

Role: Techno-Functional Consultant

Applications: **SFIS , SFMC, CDP**

Responsibilities accomplished:

- Integrated Salesforce Interaction Studio with Financial sales cloud
- Setup the triggered campaigns based on IS campaigns
- Web based Personalization
- A/B & Rule based web campaigns
- Building Site Map to track website visitors
- Created Data streams & Data Models
- Created different Segments and activated channels based on customer interests

- Implemented Einstein recommendations on Web & Mail channels
- Performed tasks to create Data Streams, Data ingestion, Data unification, Segmentation & Activation

Project -3 : Media Markt Saturn RightNow Project

Client Name: MSH, Germany

Role: Techno-Functional Consultant

Applications: **Oracle Service Cloud**

Responsibilities accomplished:

- Developed Caching widgets for 26 interfaces
- Implemented Inlay chat
- Developed 7 customer Portals
- Configured Business Rules & Custom object creations
- Agent desktop configuration
- Created Custom Reports
- Created Agent Time Handling BUI Add-in
- Supported issues in Community Portal

Project -4 : Facility Management Implementation

Client Name: Jabal Omar Properties (onsite – Jeddah)

Role: Techno-Functional Consultant

Applications: **Oracle service cloud (Rightnow), Field Service Cloud & Maintenance Cloud**

Responsibilities accomplished:

- Conducted Kick-off meetings, CRP Sessions for gathering requirements
- Implemented four different portals as per business requirement
- Provided solution for Integrating Service, Maintenance, Field service in bi-directional way
- Analyze the requirements and configured the business rules for routing the incidents to the queues, assigning the SLA to the contacts and escalating the incidents.
- Configured the profiles, SLA, customizable menus, knowledge base, guided assistance, smartassistant, workspaces/workflows, product/category, message templates, password configuration, data import wizard/template and custom object creation.
- Configured the Escalation Rules for all the organizations.
- Customized the standard report and also created a drill down report based on the requirement.
- Creating Technical/Functional design documents as per the requirement.
- Performing Testing ,Bug fixing, Enhancing, Support and maintenance
- Key user Training

Project -5 : Aldar CXM Transformation Implementation

Client Name: Aldar Properties (onsite – Abu Dhabi)

Role : Techno-Functional Consultant

Applications: **Oracle Service Cloud (Rightnow), Oracle Sales Cloud & Eloqua**

Responsibilities accomplished:

- As Techno-Functional consultant involved in the business discovery, familiarization walkthrough and use case study to elicit business value and how the same is aligned to Aldar business strategies.
- Created 5 different customer Portals on single interface
- Implemented Approval Matrix customization
- Integration between EBS & CRM in customer portal
- Configured Agent Desktop
- Created Customer Portal pages
- Identify existing Marketing Strategies on various communication channels
- Identify how these existing Marketing strategies can be aligned with Eloqua
- Implementation involved using the concept of Visibility, Coaching, Pipelining and alignment to create better qualified leads and reduce differences between marketing and sales.
- Creation of Lead scoring matrices for Lead generation and also creation of a Lead nurturing program for Leads that are not ready to be converted to a sale
- Implementing change management among Users to enable maximum utilization of Eloqua capabilities by users.
- Help users with creation of Campaign workflows that would meet the business needs of the Marketing team
- Educating users on Best practices in creation of Assets (Emails, Landing Pages and Forms) Analyze the business requirements with the client and coordinate with offshore resources and also provide solution to the business needs
- Configured the profiles, customizable menus, knowledge base, guided assistance, smart assistant, workspaces/workflows, product/category, message templates, and password configuration for staff and customer and data import wizard/template
- Analyze the requirements and configured the business rules for routing the incidents to the queues and assigning the proposed answer
- Configured the service level agreements for different business entities
- Developing custom Reports/dashboards based on the requirement of the business users

Project -6 : Marketing & Sales Implementation

Client Name: Jabal Omar Properties

Role: Solution Architect

Applications: **Oracle Sales Cloud, Oracle Marketing Cloud, Oracle SRM, Transsys i-Deal**

Responsibilities accomplished:

- Conducted Proof of Concept for new solutions
- Provided optimum Solution
- Supported team on Key issues

Project -7 : Tahwil CX Transformation- E Services Portal for Dubai Maritime city

Client Name: Dubai Maritime City (onsite – Dubai)

Role : Techno-Functional Consultant

Applications: **Oracle Marketing Cloud**

Responsibilities accomplished:

- As Techno-Functional consultant involved in the business discovery, familiarization walkthrough and use case study to elicit business value and how the same is aligned to Aldar business strategies.
- Identify existing Marketing Strategies on various communication channels
- Identify how these existing Marketing strategies can be aligned with Eloqua
- Implementation involved using the concept of Visibility, Coaching, Pipelining and alignment to create better qualified leads and reduce differences between marketing and sales.
- Creation of Lead scoring matrices for Lead generation and also creation of a Lead nurturing program for Leads that are not ready to be converted to a sale
- Implementing change management among Users to enable maximum utilization of Eloqua capabilities by users.
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- Configured the profiles, customizable menus, knowledge base, guided assistance, smart assistant, workspaces/workflows, product/category, message templates, and password configuration for staff and customer and data import wizard/template
- Analyze the requirements and configured the business rules for routing the incidents to the queues and assigning the proposed answer
- Configured the service level agreements for different business entities
- Developing custom Reports/dashboards based on the requirement of the business users

Project -8 : Eloqua Implementation & Support

Client Name: Aldar Properties (onsite – Abu Dhabi)

Role : Techno-Functional Consultant

Applications: **Oracle Marketing Cloud**

Responsibilities accomplished:

- Integration of Oracle Sales Cloud with Eloqua
- Setup business pipe line automated reporting
- Internal training/coaching to Client Administrators as well as to end users on Eloquaimplementation.
- Managed Marketing Services including Contact management
- Architecture design for the Project
- Bug fixing, Enhancing, Support and maintenance

Project -9: Migration from On Demand Marketing to Eloqua (Oracle Marketing Cloud):

Client Name: INSEAD (Onsite- Singapore)Client

Role: Business Consultant

Application: Oracle Marketing Cloud

Responsibilities accomplished:

- Implemented Technical/Functional design for the migration
- Architecture design for the Project
- Integrating Oracle CRM on Demand to Eloqua
- Setup workflows to fit their Business cases
- Automated Reports
- Delivered user adaption training for end users at Customer Site (Singapore)
- Bug fixing, Enhancing, Support and maintenance

Project -10: Eloqua Implementation for Aviat Networks

Client Name: Aviat Networks

Job Role: Business Consultant

Applications: **Oracle Marketing Cloud**

Responsibilities accomplished:

- Implemented Technical/Functional design
- Architecture design for the Project
- Automated Lead forwarding mechanism
- Delivered user adaption training
- Bug fixing, Enhancing, Support and maintenance

Pre-Sales Experience

Worked as a presales consultant to define Business solution, responding to various RFP for various clients which lead to winning of high potential bids for the organization.

- Worked with Oracle to produce anticipated outcomes. Ensured product demonstrations fully functional and ready to address customer queries
- Gave demos to Chief level executives
- Mapping Customer business process to Product functions and features
- Worked on 14 Project RFP's
- Attended for 3 onsite Pre-Sales demo. 2 out of 3 won the deal.

Personal Achievements

- Grabbed "Applause" award from Deloitte
- Grabbed "Star Performer" award from Clients
- Grabbed "Star of the Month" award twice from CRMIT Solutions
- Helped to get Fixed Scope offering for Eloqua product in CRMIT

Personal Information

Postal Address: 11-29-18, Ramireddypet, Narasaropet, Andhra Pradesh – 522601, INDIA

Father's Name: Sure Veera Raghavaiah

Languages Known: Telugu, English