Marketing Cloud Specialist

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ROHAN PARAB

Career Objectives

To be a valuable and innovative team member, contributing to the success of the team & the organization.

Career Synopsis

- 9+ Years of IT Experience (of which 3 years as Technical Lead + Managerial)

- Designed, developed and implemented Marketing Automations Solutions over different platforms such as Salesforce Marketing Cloud, Eloqua, LeanPlum, Harmony.

- Expertise in execution Marketing Operations (Campaign management, Content Management, Database Management, Reporting)

- Expertise in designing and implementing ETL solutions syncing data from Google Cloud Platform to Marketing Automation platforms utilizing DataFusion, DataPrep, BigQuery, Cloud Functions and API.

- Extensive knowledge about Industry best practises and ability to incorporate the same in Marketing Automations

- Good ability to estimate, plan, and schedule, organize, prioritize and execute tasks.

- Good Analytical, problem solving and troubleshooting skills.

- Good communication and interpersonal skills and ability to work in a team.

- High availability with work first mindset. Known and admired powerhouse amongst teams.

Work Experience*

Infosys Ltd (3rd June 2013 - 12 August 2016)

- Worked as a Systems Engineer on Siebel CRM development and testing.

- Progressed to Senior Systems Engineer while working on Oracle Marketing Cloud (Eloqua). Work revolved around implementation and configuration of fresh Eloqua instances as per client requirements. Provided technical lead support for Campaign Management/ Content Management requirements for additional Eloqua Support Projects.

Eclerx Ltd (22nd August 2016 - 11 Dec 2020)

- Worked as an Associate Process Manager for Eloqua accounts encompassing all aspects of Marketing Automations (Campaign Management, Content Management, Database Management, Reporting)

- Gained executional expertise on Epsilon - Harmony, Leanplum while handling Marketing automations for multiple clients

- Gained executional expertise on SFMC and has been handling a small team of 5 developers + 3 Testers for SFMC Content/Campaign Management for multiple clients.

Colgate Palmolive (14 Dec 2020 - Current)

- Worked as an Senior Technical Analyst Colgate SFMC Accounts across US, UK, EU, APAC Regions. Worked on Customized solutions for ZeroBounce Validity using REST APIs, Randomizers, Centralized Survey Trackers, Facebook and Google Ads integrations.

- Gained executional expertise on Google Cloud Platform Services such as Data Prep, Data Fusion, BigQuery, Cloud Functions, Load Balancer, Cloud Armour.

- Worked on SAP CDC (Gigya) utilized for identity management.

- Worked on Blueconic CDP for Digital Identity and 360 Degree profiling.

- Utilized Terraform and GITHub for code repositories.

Marketing Automation Tools Expertise

1. Oracle Marketing Automation (Eloqua) [6 Years]

   Certified Oracle Eloqua Marketing Cloud Service 2013 Implementation Consultant

   Certified Oracle Eloqua Marketing Cloud Service 2013 Implementation Specialist

2. Salesforce Marketing Cloud [6 Years]
3. Epsilon - Harmony [2 Years]
4. Leanplum [1 year]

Other Certifications

- Oracle Sales Cloud (Sales and Presales)

- Oracle Right Now (Sales and Presales)

- Oracle CPQ Cloud (Sales and Presales)

- Oracle Field Service (Sales and Presales)

- Udemy - Google Cloud Bootcamp, Complete SQL Bootcamp, Digital Marketing,Snowflake, Unreal Engine 5

Achievements

- Received APM of the Quarter Award for 4 Consecutive quarters.

- Has received multiple Spot Rewards/ Gem Rewards for identifying and mitigating High Risk Issues.

- YCMAD Period (You Can Make a Difference) Winner for innovative ideas / solutioning.

- YCMAD Annual (You Can Make a Difference) Winner for innovative ideas / solutioning.

Academic Details

Class/Course	School/College	Board/University	Year of Passing	% Marks
X	Sharon English High School	Secondary Education Examination Board, Mumbai	May 2006	88.15
XII	N.E.S Ratnam College	Higher Secondary Education Examination Board, Mumbai	May 2008	87.5
B.E	Datta Meghe College of Engineering	Mumbai University	May 2012	69

Personal Details

Name	: Rohan Parab
Phone	: +919769392028
Date of Birth	: 18th August 1990
Father's Name	: Digambar Ankush Parab
Mother's Name	: Meenal Digambar Parab
Gender	: Male
Marital Status	: Single
Nationality	: Indian
Languages known	: English, Hindi, Marathi
Address	: A/202, Natraj,
	Shiv Srishti Complex,
	G.M Link Road,
	Mulund (W).
	Mumbai – 400080.

I hereby declare that the information above is correct to the best of my knowledge.

Date: **Place:**

                                                                                                Rohan Parab

Project Summary

Senior Technical Analyst at Colgate Palmolive

Project 1   : Pet Nutrition Support and Development | US

Role Played   : GCP Integration and SFMC Specialist

- Support on existing Vendor Data Source integrations using Data Prep/ Data Fusion/ Big Query repositories, optimization of pipeline performance, managing namespaces, enhancing security measures

- Maintaining Data hygiene of SFMC Data, helping agencies with best practices in Segmentation and Target audience creation.

- Development of new Data Prep / Data Fusion Pipelines

- Standardizing CHARM Ticket Process (SAP Offering) and SLAs for support

- Administration of SFMC BUs and SAP Configurations

Project 2   : GCP Development | Global

Role Played   : GCP Integrations and SFMC Specialist

- Development and maintenance of new Data Prep / Data Fusion Pipelines from CDP Platform (SAP CDP / Gigya)

- Development and maintenance of Integrations from GCP > Blueconic > SFMC

- GDPR process implementation and solutioning

- Utilization of GITHub and Terraform for Coding and Metadata repositories

- Development of Email validation process using Third party Application (Zero Bounce) through use of REST APIs

- Development of Randomizer for generation of Contest Winners

- Development of Couponing system for Amazon Integration

- Facebook and Google Ads Lead Capture setup

- Development of GCP Cloud Function for Real Time Integration of Data From Web Forms > Gigya > s SFMC

Project 3   : SkinCare Development | North America

Role Played   : Technical Architect and SFMC Specialist

- Development of Architecture and Data Model for marketer friendly SFMC usage

- Development and maintenance of Integrations from Third Party Vendors > GCP > SFMC

- Campaign Management and Content management

Project 4   : CDP Development |North America

Role Played   : Technical Architect and SFMC Specialist

- Data Ingestion using Bluconic Connections and re-designing of Blueconic Data Model

- Setting up Blueconic Dialogues for capturing user engagement and 360 Degree profiling

- Development of User segmentations and SFMC Exports

Associate Process Manager at eClerx Limited

Project 1   : Transport Services | APAC

Role Played   : Offshore Lead / Manager

    Leanplum

- Working on Content creation and management including creation of HTML emails, PUSH messages and AIMs (App Inbox messages)

- Working on segmentation, and Campaign Management.

- Working on Database clean up, optimization of processes in terms of Request Analysis, Quality audits, Ticketing Systems
  Salesforce marketing Cloud

- Working on Content creation and management including creation of HTML emails, landing pages PUSH messages and SMS

- Working on Database Management including creation and management of Contact Database, Sending DEs, Segmentation and Targeting

- Working on Dynamic Asset setups using AMP scripting

- Working on Campaign design, creation and management.

- Working on Email, PUSH, SMS tracking and Reporting

Project 2   : Online Payment | APAC

Role Played   : Offshore Lead

    Eloqua

- Working on Content creation and management including creation of HTML emails, landing pages and forms.

- Working on Campaign design, creation and management.

- Working on Eloqua Insight Reporting on Campaigns and related assets, creation of reports and dashboards using Eloqua Analyzer.

- Working on an Event-management module for multi session events.

- Working on creation of CDOs and configuring CDO services.

- Working on segmentation, lead scoring models and program builder.

- Working on Database clean up, optimization of processes in terms of Request Analysis, Quality audits, Ticketing Systems

  Email Operations

- Working on Content Management, Campaign management, Data Import/ Exports and Reporting using Epsilon Harmony

- Managing a small team of 3 Developers, 2 Schedulers and 2 Quality auditors to manage and service daily Email campaigns.

OTM and DCM Operations

- Managing a small team of 3 Developers for Google Double Click Manager for all Tracking mechanisms leveraged or Email and Web channels

- Managing the ETL process for capturing the Lead Responses into SFDC and UNICA databases.

  Support for Internal Eloqua Team

- Providing Integration and optimization support to internal teams using the Eloqua marketing operation in terms of managing Programs, updating eternal calls, web data lookups

Senior Systems Engineer at Infosys Limited

Project 1   : Retail | Worldwide

Role Played   : Offshore Lead

- Worked on Content creation and management including creation of HTML emails, landing pages and forms.

- Worked on Campaign design, creation and management.

- Worked on Eloqua Insight Reporting on Campaigns and related assets, creation of reports and dashboards using Eloqua Analyzer.

- Worked on Event management module for multi session events.

- Worked on creation of CDOs and configuring CDO services.

- Worked on segmentation, lead scoring models and program builder.

Project 2 : Insurance | USA
Role Played : Offshore Lead

- Worked as Eloqua developer/Offshore lead for configuration of Eloqua (Marketing Automation Tool)

- Worked on Application Setup and Configuration

- Gained knowledge of Marketing Campaigns design and development including content creation for Campaigns including Emails, Forms and Landing Pages

- Worked on Customer Segmentation, Grouping and Subscription Management, Lead Scoring, Lead management and Lead nurturing in Eloqua

- Worked on Customer data imports, cleansing and management

- Worked on Single Sign On and gained knowledge on Federation of users in a COT(Circle of Trust)

- Prepared Design and Process Documents including LLDs.

Project 3 : Retail | Global
Role Played : Developer and Campaign manager

- Worked on design, development and management of Marketing Campaigns

- Worked on content creation for Campaigns including Emails, Forms and Landing Pages

- Worked on Customer Segmentation, Grouping and Subscription Management

- Worked on Eloqua to Salesforce integration

Project 4 : Pharmaceutical, Retail | USA
Role Played : Siebel EIM Developer

- Worked as ETL process developer to load data from source tables (Vantive) to Siebel EIM Tables using SQL Loader and Batch Files.

- Worked as a Siebel EIM resource to load data from Siebel EIM Tables to Siebel Base Tables.

- Worked on **basic SQL queries required for EIM processes.**

- Worked proactively on monitoring the incremental batch jobs and processes to load data from Source system to Siebel Base Tables.

- Prepared Design and Process Documents including LLDs.

- Modified code deliverables and prepared test scripts for Data load Interfaces in Siebel through EIM, to be used by the testing team.

- Provided warranty support for 1 month.

- Fixed the defects related to data load tasks.

- Received client appreciation for the work done.

- Worked at stretched timings in sync with teams across the globe.

Project 5   : Consumer Goods, Retail | Europe

Role Played   : Siebel CRM Development

- Worked as a CRM developer over the France Roll out of the system.

- Worked on basic Screens, Views, Applet Layouts, Field configuration and scripting.

- Worked on Process Documentation

Project 6   : Consumer Goods, Retail| USA

Role Played   : Siebel Interface and CRM Testing

- Worked as part of QA Team and Interface Testing for Siebel CRM.

- Worked on unit testing of Interfaces and associated mapping, data transformation and error logging followed by process testing.

- Worked on Testing of Screens, Views, Applets, Fields and Responsibilities.

- Worked on Oracle BI Publisher reports and related micro-testing.

- Worked on generating Test Scripts and Test Labs and Defect analysis

- Gained knowledge on Retail Supply Chain and Distribution

Siebel Trainee at Infosys Limited, Mangalore

- Training in SQL, PL/SQL and Oracle Architecture.

- Training in Siebel at various modules, such as Logical and Physical Siebel Architecture, DB Configuration, UI Configuration, Workflows, State Models, Scripting etc.

System Engineer Trainee at Infosys Limited, Mysore

- Generic training in basic programming skills and RDBMS Essentials.

- Intermediate training in RDBMS, UNIX, Algorithms, OOPS Concepts, Basic Java, User Interfaces and Web Technologies.

- Trained in global effectiveness, business etiquettes and interpersonal skills.