# Rahul Shanbhag

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### **SUMMARY**

A highly results-driven, technical and analytical professional with over 10 years of experience in Digital Marketing, HRMS and Equity Market. Highly competent Salesforce Marketing Cloud, within Microsoft SQL Server and Microsoft BI tools. Certified Salesforce Marketing Cloud Consultant and Salesforce Administrator. Expert and experienced in supporting the reviewing, developing, implementing, leading, defining and managing the software/product development strategy

# **SKILLS**

- Project Management
- · Project Delivery
- Team Management
- Client Interaction
- Database Management
- Problem Solving

## **EDUCATION**

University of Mumbai, **B.COM Banking and Insurance** 

Jul 2009 | Mumbai

**NIIT, GNIIT** 

Jun 2009 | Mumbai

# LANGUAGES

English | Hindi | Marathi | Konkani

## **®** REFERENCES

Kartik Rao, Progmatic Technologies kartikeya.rao@gmail.com, +61 423456892

Varun Dogra, Lifecycle Digital varun.dogra@outlook.com, +61 406699984

Shashikant Kanduri, eFront Delta India shashi.innovate@gmail.com, +91 8655893303

# **₹? TECHNICAL SKILLS**

- Scripting: AMPScript, SSJS, SOQL, T-SQL, PL-SQL, Rest API
- Tools:- Salesforce Marketing Cloud, Salesforce Sales Cloud, Stripo (Email Building), Facebook Ad Manager, Adrenalin (HRMS), One Key Agile (BI)
- Database:- Redshift, PostgreSQL, SQL Server 2005, 2008, 2012, Orcale
- Reporting Tools:- SSRS 2008, 2012, Domo BI
- Code Repository:- Git
- Project Management Tools:- Jira, Proofhub

#### **CERTIFICATES**

- Salesforce Marketing Cloud Developer Credential ID 20752417
- Salesforce Certified Administrator (SCA) Credential ID 20219926
- Salesforce Marketing Cloud Consultant Credential ID 17719601
- Salesforce Marketing Cloud Email Specialist Credential ID 17011047
- Implementig Data Models and Reports with Microsoft SQL Server 2012
- Microsoft SQL Server 2008, Database Development

## PROFESSIONAL EXPERIENCE

#### Verticurl Technologies, Associate Technical Architect

Dec 2020 - Present | Bangalore

#### Project - Colgate Hills (Colgate Palmolive)

- Create project roll-out strategy across multiple regions
- Identify the bottlenecks in the existing process and provide solutions with a more optimized and dynamic approach
- Conduct POC's for new requirements which are more real-time and also can be implemented across multiple channels
- Training team members on tools such as Marketing Cloud Einstein, Usage of Rest APIs, Interaction studio and integration multiple channels Emails, SMS, Whatsapp and Line through Journey
- Support multiple teams related to custom implementations for respective region
- Conduct daily team meeting to evaluate new task and prioritize and assign task

#### ACS Global Tech Solutions Pvt Ltd, Deputy Manager

Sep 2020 - Dec 2020

#### Project - Waste Management (Client-Deloitte)

- Revamp existing email delivery automation into Journey
- Update existing Rest API code to make it more dynamic and robust
- Create POC's for future requirements to identify the solutions and highlight the gaps
- Performance optimization of existing SQL scripts and Rest API Scripts
- Segregate multiple automation into single automation which has similar business logic
- Implement solutions as per best practices set by Salesforce Share knowledge and previous implementation experience with team members related to
- Salesforce Marketing Cloud • Active participation in team meetings and sprint planning

### Prakat Solutions, Lead Software Engineer

Apr 2020 - Aug 2020 | Bengaluru

#### Project - Custom Application Development for Remote Patient Monitoring

- Creating Database Design as per the requirement of application.
- Create tables, constraints, triggers, indexes for data analysis and extraction.
- Active involvement for advising Front-end design and UI setup

#### Progmatic Technologies, Team Lead - Marketing Automation

Jul 2017 - Apr 2020 | Bengaluru

- This role involves working as a Solution Consultant to client and Team Lead to the offshore development team.
- Gather the requirements and setup development process for implementation and delivery to the production environment.
- Leading Team of 4 Solution Consultant across Salesforce CRM, Salesforce Marketing Cloud implementation
- Gathering requirements from clients or on-shore teams, setting up the system architecture
  and solution design which is robust, dynamic, reusable, and can be implemented with fewer
  efforts.
- Conducting daily meeting with the team to evaluate and assign daily tasks, setting up priorities, and tap on the day to day progress/status of the projects
- Creating documents related to project plan, effort estimation, risk reports, function and technical requirement, solution design, WIP document, etc.
- Design Customer Journeys which involves multi-channel platform like Email, Sms, Push Notification, Facebook, Double Click Ads Extensive knowledge of on key tools of Salesforce Marketing Cloud such as Email Studio, Advertising Studio, Mobile Studio, Automation Studio, Journey Builder, Analytics builder, Contact Builder, Interaction Studio, Marketing Cloud Connector, etc
- Conducting POC's which can be used to showcase in Client Demo and Pre-Sales.
- Creating Custom Reports using data view which can be used to setup client dashboards
- Assisting and mentoring team to up-skill their technology and business knowledge through case studies, trailheads, and POC.
- Conducting weekly team meeting with On- Shore / Off-Shore teams and check if the process involved are followed and modify when required
- Reporting to higher management with overall team performance and setting up new KPI's for team as required by management.

#### Stixis Technologies, Senior Software Engineer

Oct 2016 - Jun 2017 | Bengaluru

- This role involves the implementation of solution design for customers spread across
  multiple domains like pharma, fitness, travels etc
- Create data structure as per the architecture and solution design to meet the requirements of the customers as per the industry standard and best practices
- Create Single Customer Views which are used for Batch and Blast, Sms Send and Journeys
- Create standard and filter data extension as per the segmentation
- Integrate Salesforce CRM and Salesforce Marketing Cloud using Marketing Cloud Connector
- Setup life-cycle journeys, Welcome, Birthday, Nurture and Responsive (CTA based)
- Setting Automation and Schedules for daily data update, segmentation and reporting
- Creating custom reports which can be used by clients for their dashboards
- Provide daily status report and document the implemented solutions
- Go through trailheads for knowledge update and new features
- Actively participate in team meeting and raise concerns on the solutions as required

#### eFront Delta India, Senior Software Engineer

Dec 2013 - Sep 2016 | Navi Mumbai

- This role involves managing product databases across environments and develop data structure and business logic for newly introduced features of the product and optimize existing logic.
- Create and manage database and its related components
- Write T-SQL queries in Procedures, Triggers, Cursors etc Create Common Table Expressions, Aggregate Functions, Cross Tab Queries, Pivot and Un-Pivot Queries
- Create Table and Scalar functions
- Create ad-hoc reports using inbuilt reporting tool Handle version control and deployment in QA and UAT environments
- Create a deployment procedure for UAT and
- Production environments
- Actively participate in the team meeting and provide solutions and suggestions

#### Paramatrix Technologies, Team Lead

Aug 2009 - Aug 2013 | Navi Mumbai

#### Project - Custom Application Development and Data Warehousing

Role - Team Lead

From - Jan 2013 to Aug 2013

- Plan, design and implement application database code, objects through Stored Procedures and Views
- Build and maintain SQL scripts, indexes, scripts for data analysis and extraction
- Provide database coding to support business applications using T-SQL
- Perform quality assurance and testing of SQL servers Develop a process to facilitate import and normalization, including data files for counterparties
- Work with business stakeholders, application developers and production teams across functional units to identify business needs and discuss solution options
- Ensure best practices are applied and integrity is maintained through security, documentation and change management Create reports through SSRS as per the business requirement

#### Project - Adrenalin HRMS/Payroll System Implementation

Role - Senior Implementation Executive and Product Support

From - Jan 2010 to Dec 2012

- Understanding existing client process
- Implementation and support on database and application level
- Execute and modify report through Crystal Reports Migration of Legacy Data into system and handle data errors
- Maintain coordination with offshore team and clients
- Conduct CRP and Training to clients
- Create documents related to Project Kickoff, Requirement Gathering, GAP Analysis, Singoffs, ICRs and Customizations or Change Requirement

#### Project - One Key Agile BI Suite and Data warehousing

Role - Implementation Executive and Support

From - Aug 2009 to Dec 2009

- Gather requirements and understand the current setup before deploying BI Suite which can be made accessible to business analyst, end-users and management
- Create POC to ensure suite feasibility and capability Generate Executive Dashboards which can be used by Managements for analysis and decision making
- Provide training clients business team and make the familiar with suite and provide support to troubleshoot issues faced by them Create data warehouse which can be used for reporting for different departments of client
- Migrate data from legacy databases into data warehouse monitor data integrity and server availability

# c¶ DECLARATION

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge. I take full responsibility for the correctness of the said information.

**Rahul B Shanbhag** Bangalore, Dec 19, 2020