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Subramaniam Chandrasekaran

Associate Program Manager

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**INDUSTRY | DOMAIN EXPERIENCE**

* IT Services, E-commerce
* Marketing and Advertising
* Banking, Telecom, CRM, Finance, ERP

**FUNCTIONAL EXPERTISE**

* Program Management
* Account Management
* Delivery Management
* Salesforce CRM
* Waterfall & Agile Methodologies
* Client Relationship Management
* Marketing Automation
* Cross Functional Team Coordination

**CERTIFICATIONS**

* Salesforce Administrator
* Salesforce Platform 1 Developer
* Salesforce for Marketers
* HubSpot Email Marketing | Content Marketing | Inbound Marketing
* Oracle Eloqua Marketing Cloud Service 2013 Implementation Consultant
* Oracle Content Marketing Cloud Service Sales & Presales Specialist
* Google AdWords Fundamentals & Google Analytics Certified
* ITIL V3 Professional Certified
* Project Management Professional from Brainbench, USA & Active PMI member

**EDUCATION**

 Madurai Kamaraj University, India

Bachelor of Engineering

 Computer Science and Engineering

 1996 – 2000

**TECHNICAL SKILLS**

* Salesforce Sales/ Service/ Marketing Cloud, Pardot, CPQ, Eloqua, Marketo, Hubspot, SAP,APEX, VF, Force.com, Data.com, Java, J2EE, Oracle, SQL, REST API
* MS Project, JIRA, Wrike, Smart Sheet

**Relevant Experience**

* 18+ years of expertise in end-to-end project ownership and executing projects right from inception till implementation and production support and ensuring deliverables within assigned time, quality & cost parameters, currently functioning as **Associate Program Manager with eClerx Services Limited. India**.
* Leading business workshops and working with clients and various stakeholders to elicit and document detailed business requirements, technical/functional specifications, developing process flows.
* Be responsible for the detailed design of technical solutions, Proof-of-Concepts (POC), prototyping and documentation of technical design throughout the SDLC process
* Proficient in interacting and maintaining relationship with customers & stakeholders, understanding & translating business requirements.
* Extensive implementation experience and domain knowledge in multiple CRM subject areas like Lead Management, Account & Contact Management, Activity management, Opportunity and Pipeline management, Partner Relationship Management, Case Management, Campaign management, CPQ
* Manage the **CoE (Centre of Excellence)** Program for eClerx Digital
* Experience designing and implementing new Salesforce objects, workflow rules, custom layouts, and other standard Salesforce customizations
* Expertise in **Waterfall** and **Agile** methodologies.
* Lead assigned pre-sales team to develop winning proposals and solutions by providing clear direction and understanding of the business need/expectation

**Relevant Work Experience**

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| AUG 2018 - Till Date |  | **eClerx, India**Associate Program Manager |
| OCT 2017 – FEB 2018 |  | **MRM McCann, India**Marketing Automation Manager |
| MAY 2015 – MAY 2017 |  | **Verticurl (a WPP Company), India** Project Manager**Vijay Global Services (p) Ltd, India** (Deputed to Verticurl)  |
| DEC 2013 – MAY 2015 |  | **Focuz Infotech, India**Project Manager |
| JUN 2010 – NOV 2013 |  | **Mphasis Limited, India**Project Manager |
| JULY 2006 – JAN 2010 |  | **Verinon Technology Solutions (p) Ltd, Singapore** **Ness Global Services (p) Ltd, Singapore**Project Manager (Deputed to Royal Bank of Scotland, Singapore) |
| DEC 2004 – JULY 2006 |  | **BirlaSoft Limited, India**Analyst |
| JULY 2000 – NOV 2004 |  | **PMR Software Technology (p) Ltd, India**Software Engineer |
| AUG 2018 - Till Date |  | **eClerx, India**Associate Program Manager |
| OCT 2017 – FEB 2018 |  | **MRM McCann, India**Marketing Automation Manager |

**Annexure**

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| **Projects Undertaken:*****At eClerx:*** ***Clients: AMD, PayPal & Grab Taxi*****Tools & Technologies:** Salesforce Sales Cloud, Service Cloud, CPQ, Marketing Cloud, Eloqua, APEX, VF, JIRA, MS Project, and MS PowerPoint**Role:*** Perform hands-on solution design, solution architectures, architecture roadmaps, prototyping, proof-of-concepts, and development tasks as required in support of current and new assignments
* Conducting business requirement & prototyping workshops with Business users to support tailoring of Salesforce.com applications.
* Lead development team to design and implement innovative solutions with a focus on adhering to standards, best practices and code quality techniques
* Lead the Centre of Excellence Program for whole eClerx Digital and Conduct the technical session with various Digital Marketing tools
* Act as SPOC (Single Point of Contact) my projects & keep maintain the time line for all deliverable
* Meet published SLAs for incidents and problems along with team as needed
* Implemented Lead Management, Account & Contact Management, Activity management, Opportunity and Pipeline management, Partner Relationship Management, Case Management, Campaign management.
* Work closely with business partners to understand business requirements and provide innovative and efficient solution
* Taking ownership and accountability for your client base. Manage day-to-day operational aspects of a project and scope
* Prepare for engagement reviews and quality assurance procedures
* Build and maintain effective working relationship with key technology team members
* Manage the migration projects from various digital marketing tools to Pardot and SFMC
* Plans, implements, and tests trigger-based nurturing programs in Salesforce Marketing Cloud

***At MRM McCann:*****Client:** ***Cisco*****Tools & Technologies:** Salesforce CRM, Data.com, HTML, CSS, Email on Acid, JIRA, MS Project 2013 and PowerPoint**Role:*** Manage scope, develop timelines and budget estimates, coordinate resources, oversee the delivery of client objectives, and be responsible for overall team and client satisfaction.
* Manage Digital Delivery personnel across multiple Client Accounts in US, UK & APAC regions
* Manage and optimize Act-On marketing automation technology including nurture flows, communication schedules, lead scoring, and reporting and analysis
* Lead development team to design and implement innovative solutions with a focus on adhering to standards, best practices and code quality techniques
* Support and contribute to RFP responses and other sales related activities
* Assist with the scoping and planning of Salesforce.com and CRM related projects
* Define and manage business rules, lead scoring, segmentation, workflows, profile, and reporting
* Build, execute and track marketing campaigns from start to finish including list acquisition, segmentation, email template creation, testing, landing pages, form creation and assessment and reporting
* Monitor programs and review metrics using SFDC and provide timely analysis and reporting for all digital marketing program/campaign activities and success

***At Verticurl (A WPP Company):*****Clients:** ***DELL, AVAYA, TWILIO, TUPPERWARE, NTT DATA*****Tools & Technologies:** Salesforce Sales Cloud / Service Cloud / Marketing Cloud, Eloqua, HTML, CSS, Litmus, JIRA, Confluence, Wrike, Smart Sheet, MS Project 2013, MS Visio 2013 and MS PowerPoint**Role:*** Collaborated with campaign managers to develop email and nurture campaigns that support the business objectives
* Managed Digital Delivery personnel across multiple Client accounts in US &UK clients
* Developed detailed design of technical solutions, Proof-of-Concepts (POC), prototyping and documentation of technical design throughout the SDLC process
* Be responsible for the detailed design of technical solutions, Proof-of-Concepts (POC), prototyping and documentation of technical design throughout the SDLC process
* Developed content around managed delivery principles along with US & UK clients’ delivery teams
* Integrate with different marketing automation tools (like Eloqua)
* Worked closely with Clients & Account Managers through reporting and governance
* Primary escalation contact for client’s issues/queries related to full service email campaigns
* Create and enable best practices, governance measures, and patterns for custom and configured solutions on the Salesforce platform
* Monitored & tested effectiveness of all purchasing pathways, which includes A/B testing creative, landing pages & offers to improve ROI. Support lead scoring, lead nurturing, and reporting.
* Prepared the weekly / monthly reports; identified & monitored team members’ performance

**Annexure*****At Vijay Global Services (P) Ltd.:*****Client: *BCEL Bank, Laos*****Description:** BCEL is one of the leading banks in Laos. BCEL IT had more than 100+ applications each varying in its domain & usage. The Project involved few Salesforce applications for Banking, and Equipment finance units. The work involved admin activities like creating users, modifying security model like Validation rules, Workflows, sharing rules. Interacts with Core Banking, RM workstation & Internet Banking systems. Successfully upgraded with Salesforce without affecting any of the existing functionalities and incorporating all the new features of the version.***At Focuz Infotech:*****Title: Tech Focuz E-Governance****Client:** ***NITD, India*****Description:** Tech Focuz E-Governance System designed to meet the requirements of NITD (National Institute of Technology, Durgapur). It includes the HR Management System, Procurement, Document Flow, Academics etc., It provides a cloud-based end to end solution for Staff Management, Document Management, Student Details etc.,***At Mphasis Limited:*****Client:** ***Royal Bank of Scotland, UK*** **Description:** WISE (Web –based Investment System) is a wealth management system used for straight thru processing. The application allows creation of customer accounts (investment account and place orders for Mutual Funds, Bonds, Structured Products & stocks). It has the flexibility for both back-end and front-end users with various levels of functions, which can define, based on different access rights. Interacts with Core Banking, RM workstation & Internet Banking systems. ***At NESS Global Services (P) Ltd.:*****Title: NCS (Network Country Solution)****Client:** ***Royal Bank of Scotland (RBS), Singapore*****Description:** NCS (Network Country Solution) is an application, which provides financial, management and client reporting. The primary objective is to enhance the control framework within the WCS Finance functions through technology and process improvements. It aims to be the ledger for daily P&L and P&L Analysis, Balance Sheet substantiation, feeds and reconciliations to other group systems and the ledger for Statutory and Regulatory reporting.***At Verinon Technology Solutions (P) Ltd.:*****Title: Kondor Asia Upgrade & Hub****Clients:** ***ABN AMRO Bank, Singapore*****Description:** Kondor Asia Upgrade & Hub was the project for migration of data using Kmig Application Kondor +1.9 to Kondor +2.6. Purpose of the project was to make Singapore as a Hub for all Asia pacific regions ABN AMRO Bank, Singapore. Successfully upgraded the product to a higher version without affecting any of the existing functionalities and incorporating all the new features of the version. ***At BirlaSoft Ltd.:*****Title: CBCM (Corporate Billing & Customer Management)****Client:** ***Emirates Telecom (Etisalat), UAE*****Description:** CBCM (Corporate Billing & Customer Management) is successfully upgraded the product to a higher version without affecting any of the existing functionalities and incorporating all the new features of the version. PSTN is one of the billing modules in CBCM project (Corporate Billing & Customer Management), all kind of PSTN related services it covers. It includes the Product and Service Management (PSM), Customer Management System (CMS), Customer Complaint Registration Service (CCRS), Sales and Order Handling (SOH), Billing and Invoicing (BIL), Payment and Adjustments (PAY), and so on.***At PMR Software Technology (P) Ltd.:*****Title: Orbit.com****Client: *Orbit Satellite TV & Radio Network, Bahrain*****Description:** Orbit.com is to arranging the easiest way to the customer online services. The benefits of the project is, to improved our customer service, reduction cost per subscriber, reduction of cost for telephone infrastructure since traffic to call centre will be reduced. Customer Online services includes View the customer’s account, Online processing of subscription order forms, Online processing of Special events like movies, customer’s complaints, enquiries, online order by special promotions, online Payment Systems, and so on. |