

**MEGHARAJ LATTI**

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# Professional Summary:

* Overall 6+years of professional experience, worked on Salesforce CRM platform including Salesforce Sales Cloud, Service Cloud and Marketing Cloud.
* Proficient in Email Studio, Content Builder, Journey builder, Contact Builder and Automation Studio.
* Experience on Data Pipeline and Data segmentation in SFMC.
* Proficient in building customer one-to-one journeys including Email, Push Notifications (PN) and Action Required (AR).
* Good knowledge on Salesforce Administration setup menu.
* Proficiency in administrative tasks like creating Profiles, Users, Custom Tabs, Page Layouts, Email Templates, Workflows, Approvals, Reports, Dashboards, Tasks and Events.
* Experience in interacting with the client for Analyzing Business Requirements, Entity Relationships and converting to Architecture.
* Developed and worked on different Salesforce.com environments such as Sandbox and Production environments.
* Experience on Data Migration from Salesforce to Salesforce (Sales Cloud).
* Experience on Article Management in Salesforce (Service Cloud).
* Coordinated with IT development teams to build user stories, business requirements, and monitor data quality for data feed process and Worked with Marketing managers and converting their strategy into implementations using Marketing cloud.

# Technical Skills/Software tools:

* **CRM TOOLS**: Salesforce.com, Salesforce Marketing Cloud (Exact Target).
* **SALESFORCE TOOLS:** Data loader and Workbench.
* **SALESFORCE MARKETING CLOUD Modules**: Email Studio, Content Builder, Journey builder, Contact Builder and Automation Studio.
* **CODING LANGUAGES:** HTML, CSS, SQL and Ampscript

# Career Objective:

“To be a part of a dynamic and growth-oriented organization, this would provide me a challenging career and opportunity for learning with the latest technologies, utilizing and broadening my skill set and knowledge effectively”.

# Academic Qualification:

* Bachelor of Engineering in Electronics & Communication under VTU Belagavi, India -2014.
* Diploma in Electronics & Communication from SJPN Trust’s Polytechnic, Nidasoshi under DTE Bangalore, India-2011.

# Organization:

* Currently Working in **Shopee Pvt Ltd, Singapore** as Senior Associate from June-2020.
* Previous Organization: **Encora Inc, Singapore** as Senior Software Engineer from October-2019 to till June-2020.
* Previous Organization: **Tech Mahindra, India** as Senior Software Engineer from July-2018 to till May-2019.
* Previous Organization: **Wipro Ltd, India** as Senior Officer from April-2016 to till July-2018.
* Previous Organization: **AARMS Value Chain Pvt Ltd, India** as Trainee Engineerfrom Nov-2014 to April-2016.

# Project Summary:

**Project #1:**

**Project Name: Shopee Campaign Operations (Marketing Cloud)**

**Role**: **Salesforce Marketing Cloud Consultant**

**Project Description:**

Nestle SFMC is designed for creating and running different types of campaigns across different channels using Salesforce Marketing Cloud tool. Nestle has variety of products (Maggie, Water, Milo and etc.) and team is responsible for creating different email templates for different products, gathering customers data and providing quick responses using Salesforce Marketing Cloud tool (Automation Studio, Journey Builder and Query).

**Responsibilities**:

* Good experience on Automation Studio tool.
* Created journeys and implemented marketing campaigns using marketing cloud tools like Journey builder, Email Studio and Automation Studio.
* Developed and deployed A/B testing strategies to roll out the control version to be used in the final email campaigns.
* Worked on Import Activity, Data Extract Activity, Filter Activity, Query Activity, File Transfer Activity, User Initiated Emails and Trigger Send.
* Worked on Filter Activity to refresh filter data extensions by using automation.
* Worked on Publication list, Suppression list and Exclusion list.
* Have experience in Admin setup like creating Business units, users, and roles.
* Providing solution to clients on Email Studio, Automation Studio, and Journey Builder.
* Monitoring their Email jobs Mass Sends.
* Deal with Subscriber list, Data Extension and List.
* Experience on creating Email templates using HTML, CSS.
* Configured FTP accounts and used it for import and File transfer upload and tracking total number of emails sends and opens.
* Worked on Data Segmentation that includes SQL query and Data Filters.
* Experience on Marketing Cloud Connect.
* Experience on Push Notifications (PN) and Action required (AR) based mobile campaigns.
* Segmentation of Unsubscribe and Subscribers.
* Creating landing smart capture pages.
* IP warming and following CAN-SCAM act policies.
* Created Dynamic Content Emails using content builder.

**Project #2:**

**Project Name: NESTLE-Engage (Service Cloud)**

**Role**: **Salesforce Business Analyst**

**Project Description:**

Engage is a service console application for Nestle service/call center which is developed based on Salesforce Service cloud product. This is one App for all the Nestle markets.

This project mainly deals with customer services. It is an application to help Nestle agents to work on the cases raised for the problem with the product. Cases will be raised by the customers through phone, emails, Chat and social networks from incident management and from other internal applications for product problems. Helpdesk agent will be working on the cases on the service cloud application.

**Responsibilities**:

* Providing support for 55+ Countries around the globe & working on 24/5 environment.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Managed Sales force application user profiles, roles, permissions, generating security tokens, Validation Rules.
* Created profiles and implemented object level, field level and record level security and managed roles, visibility settings.
* Developed workflow rules and defines related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Ensured data integrity through the appropriate use of data import and export tools, for bulk of data using Data import wizard, Data Loader & workbench.
* Created email templates in HTML and inbound emails using visual force for the clients and customers.
* Designed, developed, deployed page layouts, components, custom objects, custom tabs, to reach the needs of organization.
* Implemented, pick lists, Dependent Pick list, Lookup, junction objects, master details relationships, validation rules and Formula fields to the custom objects.
* Experience on Article Management in Salesforce (Service Cloud).
* Developed reports, dashboards, and processes to continuously monitor data quality and integrity.
* Good Knowledge in sales force Service Cloud implementations (Email-to- Case, Web-to-Case , Live Chat Integration, Flows).
* Conduct meetings and facilitate collaborative discussions **,** , requirement changes and new functionality needs.
* Involved in identifying, planning and implementing new Salesforce.com features and functions new screens, workflow, force.com objects, reports, apex code) meet business requirements.
* Running Monthly compliance check.

**Project #3:**

**Project Name: Furniture movers and packers (Sales Cloud)**

**Role**: **Salesforce Administrator**

**Project Description:**

Our clients are most accomplished Furniture Removals. The Application will provide customer to apply for moving homes or offices and they intend use SFDC to place its CRM functionality in Salesforce cloud to maximize business growths and to achieve higher customer satisfaction. The main aim of this project is CRM (Customer Relationship Management). Track Lead, Account, Contact, Opportunity, Product, Quote and Invoice.

**Responsibilities**:

* Worked on various salesforce.com standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.
* Designed and deployed the Custom objects, Custom tabs, Entity-Relationship data model, validation rules, Workflow Rules, Auto-Response Rules, Page layouts, Components, Visual Force Pages to suit to the needs of the application.
* Customized page layouts for Opportunity, Contacts and Accounts depending upon user roles and groups.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Involved in identifying, planning and implementing new Salesforce.com features and functions new screens, workflow, force.com objects, reports, apex code) to meet business requirements.
* Developing Visual force pages and Custom Objects using Apex Programming on Force.com Platform.

**Project #4:**

**Project Name: Deliver Hero Data Migration (Sales Cloud)**

**Role**: **Salesforce Data Migration Lead**

**Project Description:**

Our client has many years of experience in mobile food delivery. The service allows users to select from local restaurants and place orders via its mobile applications as well as its websites. Our client has partnered with over 27,095 restaurants in 193 cities and works with over 15,733 delivery riders.

The requirement is to move data from legacy system to new Salesforce system without losing data.

**Responsibilities**:

* List the fields involved in the migration process (Required fields, Optional fields and System Generated fields).
* Worked on Sales process, Objects (Account, Contact, Opportunity and Contracts) and data cleanup.
* Identify any additional fields that might be required (Legacy IDs, Business rules).
* Determine the order of migration.
* Cleanup the data which needs to be migrated.
* Create and follow a data migration workbook throughout the scope of migration. This is a consolidated workbook that holds the data mapping for each object involved in the process. A single template with multiple tabs (one each for each mapping object) including a DM checklist and storage requirements.
* Follow Pre-data migration considerations.
* Follow Data load considerations.
* Creating Different Reports and Dashboards.
* Providing support to the team post data migration work.

# Personal Profile:

* DOB : 8th Nov 1992
* Nationality : Indian
* Hobbies/Interests : Playing cricket, Watching movies, Listening music.