

MARELLA SIREESHA

SALESFORCE CRM CONSULTANT , CUSTOMER 360 SOLUTION ARCHITECT

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OBJECTIVE

A seasoned Enterprise Analytics & CRM Consultant passionate to *work in the dynamically changing Customer experience and Data Analytics, Data Visualization and Machine Learning world*. Enjoys growing with productive teams, looking for challenging product & service based organizations

Professional Experience

1. **Salesforce Consultant for iComplyAppExchange product** – Since April 2020
2. **Salesforce Advisory for 2 AppExchange Apps - FieldAx , Partner App** – Since Jan 2020
3. **Salesforce Business Analyst for eCommerce solution** – April 2020 till July 2020
4. **Salesforce Sales and CPQ Solution Architect** : Aug 2019 till April 2020 , **Music Client ,US**
5. **Active Mentor of Salesforce Student Journey India** , Since Oct 2019
6. **Freelance Experience in NLP/Text mining projects**, May 2019 till Aug 2019 ;, Text Analytics/NLP based solution development for one of UK based client
7. **Oracle India Private Limited**, Sep 2015- Till May 2019: **Data Visualization CRM consultant**
8. **Tata Consultancy Services Limited**, Oct 1999-Aug 2015: **Enterprise CRM & Analytics Solutions Consultant**
 - a. **BoA (Bank of America)** – Customer 360 solution , Retail banking customer journey mapping and user stories etc
 - b. **Large Cell Phone Manufacturer Siebel CRM to Salesforce migration**
 - c. **Health Insurance Company (Cigna)** - Salesforce and Eloqua integration
 - d. **Large US Bank** – Salesforce sales and marketing business consulting

Domain & Functional skills

Banking
Retail & CPG
Pharma &
Healthcare
Govt.
Travel & Hospitality
Business Analytics
CRM

Tech Skills

Salesforce CRM
Pardot
CPQ
SF Community
Cloud
Eloqua
Siebel CRM
OBIEE
ETL- Informatica
Data visualization
Oracle Data
Visualization
NLTK, NLP
Python
R -tool
IBM Mainframes
(Experience)

Accomplishments

- 20+ years of overall IT experience , with Enterprise CRM Solution development, consulting and Business Analysis
- Experience working on Financial customer 360 solutions for large US banks like BoA
- Extensive experience in designing and implementing salesforce solutions
- Experience in working on Salesforce CRM AppExchange products such as iComply , FieldAx, Career 360 for artists etc.
- Extensive CRM and Industry domain experience in Banking(Retail, Wealth Mgmt), Retail &CPG, Telco and other verticals
- Thorough understanding of Salesforce Security Model, Salesforce Data Model , data privacy and regulations like GDPR etc
- 12+ years in building CRM Analytics solution . Played multiple hats of project manager ,solution architecture design, SME for Siebel and Salesforce Solutions
- Experience in Salesforce App and end to end solution building, Force.com Apex Classes, and Apex triggers, Designing Visual force Pages and Controllers considering the Governor Limits.
- Extensive

Certifications

•Certified in
Business Analytics
& Optimization ,
International
School of
Engineering ,2011
PMP (from PMI):
Project
Management
Professional, 2009

Leadership Trainings

- Part of \$100M Digital Transformation deal for CRM, ERP , Analytics application for large Europe Cell phone manufacturer replacing competing toolset.
- Experience in Salesforce CRM , Data Visualization and BI application reporting
- Certified in Business Analytics and Optimization – predictive analytics and algorithms
- Experience handling multiple projects and people management skills – team size 35+
- Handled effective largescale projects related to CRM-ETL-BI (Oracle Siebel CRM, Informatica and OBIEE) and managed end-to-end implementation and multi-year customer relationships - 30+ team size
- Project Manager for innovative solutions for CX (customer experience) and Analytics
- Extensive experience in pre-sales , preparing concept notes for the consulting assignments, proposals, building collaterals – level 3 and go-to-market strategy with Fortune 500 clients
- Solution architect and developer for 3 of Innovative CRM solutions on Trade Promotions, Retail Execution (Mobile CRM) and Customer Experience Management (Customer 360)
- Negotiation skills
- IMPACT Training at TCS
- 7 Habits of Highly Effective people – Stephen Covey

EXPERIENCE

Salesforce Consultant, iComply AppExchange ISV partner app: Since April 2020

Project details: This is for enterprise Compliance Management AppExchange partner. The solution caters to privacy impact and data assessment module – compliance to regulations such as GDPR , FedRAMP , NIST etc. This comprehensive product not only addresses data privacy concerns but also enables Data privacy officers to make organization compliant with data privacy and protection regulations (DPIA). It has easy to use Privacy assessment, Evidence attestation, Audit modules to comply to the same.

Roles and Responsibilities :

- As a product manager , I am responsible for managing 2 modules – iComply and iPrivacy both addressing the data privacy and information compliance
- Setup the GDPR , CCPA and other data privacy and security compliance within Salesforce
- Testing of the end-to-end security compliance workflow and documentation
- Documented the data privacy end to end flow with easy to understand steps , screenshots and process diagrams
- Setup demos and data flow for client specific scenarios
- Identify the competition and plan for new features
- Conduct webinars and train the partners

Senior Salesforce Consultant for StudyKik Clinical Trial Application: Since July 2020

Project details: The client is patient recruitment and retention technology company that helps the clinical trials line of business. Their proprietary targeting software filters patient traffic which allows our team to expose your clinical trial to potentially qualified patients across our multiple social media communities within a 25-mile radius of client's site based on the inclusion and exclusion criteria of study. When listing a clinical trial on StudyKIK, the research site will receive exposure to StudyKIK's patient search, instant patient text message with site phone, instant patient email with site phone, instant sign-up notifications to your site, mobile-friendly study page, and a live listing within 24 hours.

Roles and Responsibilities :

- As a Solution Architect , I am responsible for managing 2 modules – Salesforce and Pardot covering right from lead creation till opportunity conversion
- I contribute to the company's architectural foundations and processes, deliver high quality solutions in Force.com to complex company's issues. Worked on Pardot, force.com and

Sales Cloud.

- Architecting and developing salesforce solution, salesforce integration with StudyKik platform, Integromat, Dialpad, Gsuite etc
- Planning of multiple product releases in multiple salesforce instances

Sr. CRM Business Analyst and Salesforce e-commerce consultant : April 2020 till July 2020

Project details: US based Retail client , with premium cookware and utensil brand , having presence across geographies. The client is embarking on new Salesforce eCommerce system , as the current Magento system has limitations , with Dell Boomi integration between eComm – ERP (Microsoft AX2012) and Customer Support (MS Dynamics CRM). The entire order orchestration and fulfillment are done using seamless integrations in a phased manner.

Roles and responsibilities :

- I play the role of senior CRM Business Analyst for Salesforce eComm - ERP and CRM integration .
- Perform business process modeling , Visio process flows for web sales orders , return process , exchanges etc
- Identified the key gaps in the system and proposed new solutions
- Gathered requirements from various business users in Customer service center, Warehouse , Finance etc and documented the findings
- Created complex Visio cross-functional flows in an easy to understand format for business users
- Created user guides that aid the business user and train the trainer programs
- Conducted User trainings and played critical role in User Adoption of Salesforce eCommerce

Client Feedback : *' Your efforts helped us to have smooth transition from Magento to Salesforce at various departments like Customer support , Finance , Warehouse etc..Kudos to your effort in consolidating complex business process' - Sr. IT Manager, Musheer*

Salesforce Solution Architect – STATR app : Aug 2019 till April 2020

Project details: Client is a music based customer looking for an app that can send various solicitation emails to their companies/contacts. The client was using a legacy CRM application called Bitrix24 that just sends email, but no CRM functionality. Requirement is to automate the solicitation email process and reduce the manual work

Features implemented :

Salesforce Enterprise Sales Cloud with G-suite integration. IMAP and SMTP setup/configuration, Apex/Visualforce Send Email custom button, Apex Triggers , Data validation rules and Workflows.

Role and key responsibilities included but not limited to :

- Salesforce Solution Architect in developing the STATR app for the music client.
- Documented software requirements and prepared design documentation.
- Conducted data migrations and implemented application configurations.
- Evaluating the Email integration apps (iEnterprsie , MatchMyEmail etc) for 3rd party Polaris mail server (SMTP and IMAP) integration
- Defining data migration approach for the Bitrix24 to to Salesforce Platform
- Help in troubleshooting of Gmail integration (G-suite integration) with Salesforce
- Defined the requirements for custom built "Send Email" button development using Apex/ Visualforce
- Validation and production migration of the results with the key stakeholders

Salesforce CPQ for STATR :

Challenges: Due to legacy systems – manual processing, the process around sales and quotes were too manual and inefficient. The payments were approved manually and causing delays in losing the shows.

The CPQ Solution :

- Define the CPQ requirements and supporting the project's end to end
- CPQ Implementation, configuring products and pricing.
- Create Quote and setup Quote templates to generate quotes
- Transformation of sales, quoting, order management and fulfillment modules
- Used Steelbrick CPQ (Configure, Price, Quote) for smooth quote-to-cash process
- Quote-to-Cash transformation and integration to financial systems using STEELBRICK, DocuSign, CONGA

Client Testimonials : Client was extremely happy and have plan to convert the app into a Career 360 platform for Performers/Artists/ Musicians etc. Client was able to bring down the **10 days of effort each month to 10 Hrs ☺** which has significantly boosted the sales and revenue growth by 10%

*Given a feedback ' **Very responsible , Accountable** ' - Jazz Quatz , Franklin Keirmeyer*

Data Science Freelancer / NLP – Text Mining , May 2019 till Aug 2019

Client wanted to do Information Extraction/ Text mining of the Scientific journals and carry out the NLP/Text mining algorithms like Named Entity recognition, Tuples , Bag of Words etc. This is a very interesting and research oriented project mainly around NLP and Python.

- Data and Information extraction from free text, pdf or scanned pdf. (most documents are in digital .pdf format)
- Perform features such as Entity Relationship Model, Table data extraction , TF-IDF, Document similarity checks etc.
- All deliverables were in Python notebooks which were integrated to the Knowledge graph at the end

Tools used: spAcy , NLTK, Python

Consulting Member of Technical Staff , Business Intelligence / Data Visualization CRM Apps , Oracle , India Pvt Ltd , Sep 2015 – Till May 2019

Playing a significant role of data specialist, with present focus on B2B Sales and Marketing CRM Analytics products in Oracle Data visualization / Oracle Analytics Cloud product development. Involved in Data visualization BI solutions around Customer Experience Management (CX) , cross-functional domains.

This role is a very enriching one with self-driven activities in both product innovation and guided reports for users of the BI application in CRM BI reporting tool.

Products worked upon during the tenure include: Customer Segmentation, Customer 360 reporting , Cross-functional reports, Predictive lead and opportunity status scoring.

Technologies used: Oracle BI CRM Apps , Oracle Eloqua, Oracle Right Now, Oracle Sales Cloud,

OBIEE and Data Visualization - Desktop , Oracle Business Intelligence Cloud Service, DevOps (for BI cloud server installation and development)

Customer : Large Cell Phone Manufacturer : Feb 2015 – Aug 2015

- **Project : Siebel CRM migration to Salesforce migration strategy**
 - **Role :** CRM Consultant
 - **Team size :** 25

Description: Customer is a large Cell phone manufacturer in Netherlands. They underwent a major architecture revamp and downsizing their IT systems. I was part of the portfolio of architecting the IT landscape for B2B Marketing and Sales using Salesforce CRM functionality.

Responsibilities:

- Involved in data migration strategy of B2b marketing and Sales application from Siebel CRM to Salesforce
- Provided the analysis of the systems to be retired ,rebuilt using Salesforce, feasibility and Gap analysis
- Requirement Analysis, Design and Development.
- Estimation Created required Objects, Fields and Relationships
- Data Migration strategy from On-premise to Cloud , backup strategy etc
- Involved in the Effort Estimation, Requirements Analysis, Design Documentation, Design, Application Build, Testing, Deployment, Defect Fixes and Warranty Support Phases of a Project Implementation

Technology used : Siebel CRM, Salesforce Service Cloud, Sales Cloud, Radian6 etc.

Customer : Health Insurance Company (Cigna) Sep 2014 – Feb 2015

Project : Salesforce with Eloqua integration

Customer is Healthcare insurance company. Wanted Salesforce to Eloqua integration to pull all their marketing leads generated in Eloqua to Salesforce CRM.

Role : Salesforce Lead

- Data exporting and importing using Import wizard, Data Loader
 - Leads imported from Eloqua to Salesforce and synch up of CRM – Account, Contact data
 - Duplicate record processing
 - Native integration between Eloqua and Salesforce – GetAccount, GetContact, GetConvertedLeads, etc.
 - Involved in the Effort Estimation, Requirements Analysis, Design Documentation, Design, Application Build, Testing, Deployment
- **Tools Used :** Salesforce CRM , Eloqua

Head, Technology Solution Planner Customer 360, Enterprise Solutions – CRM Unit

March 2008 – Aug 2014

Tata Consultancy Services, Hyderabad, India

Played a significant role of Technology Solution Planner using multiple CRM tools such as Siebel CRM, Oracle Retail Data Model, Marketing software that enable end to end CRM and Analytics solutions . This involved client-facing role , Solution Planning Costing & Pricing .

I've handled solution for multi-year technology transformation deals , for Fortune 500 logos

I've lead the solution discussions and client meetings related to Salesforce, Siebel CRM, Microsoft , Oracle Data Visualization technology solution

Provided solutions and consulting for Banking, Retail , Automobile customers in areas of marketing / domain / product expertise in Analytics & CRM and functional knowledge in Retail & TTH and apply to various projects. Involved in building innovative solutions such around Customer Experience Management (CX) , journey maps . Provide support to clients in Consulting and business process orientation – specifically on CRM, Customer Analytics & Marketing

Key opportunities and solutions for : Large US Bank ,Large Cell Phone Manufacturer, Large Airlines US, large Retailer US, Retail & CPG Pre-sales and solutions , Pharma & Life Science major US etc.

Technologies used: Salesforce CRM , Siebel CRM, OBIEE , Oracle Data Analytics, ORDM , Oracle RN , Oracle Eloqua, Oracle RTD, OCI

Solution Architect, Internal TCS

Jan 2006 – March 2008

Tata Consultancy Services, Hyderabad, India

CRM Practice is an Internal TCS Center of Excellence for CRM. The aim is to build innovative CRM solutions that market demands, provide pre-sales support, and build assets, competencies in various CRM functional modules. It also involves bringing Go-to-market (GTM) strategy, prepare concept notes, Level-3 collaterals, brochures etc for events on DestinationCRM showcase, GTM with Microsoft, Oracle and other Product vendors.

I was the solution architect , pre-sales and solution for 2 solutions :

- Handheld Solution on Symbian (Mobile apps in J2ME with Siebel CRM backend)
- Closed Loop Trade Promotion Management (Siebel eConsumerGoods with Analytics)

Technologies used: Siebel CRM ,Analytics, J2ME etc

Project Lead, Trade Promotion Management, P&G

April 2004 – December 2006

Tata Consultancy Services, Hyderabad, India

The primary goal of the project is the automation of Trade Fund Management and Trade Promotion Management in Siebel e-Consumer Goods application. The purpose is to eliminate non-value added work, reduce overall workload for tracking & controlling trade funds. TPM process includes Fund Generation, Volume Forecast, Fund Forecast, Event Planning, Pre and Post promotion evaluation, Payment and Tracking.

I was the Project lead, gathered requirements, did the prototype and sign-off with the client. Our team have developed the application Views, Configuring Siebel in Business object layer, UI Layer. Prepared interface documents for 20 interfaces, along with the various test cases, IFB files, Unix, NT scripts, Control files important SQL queries etc. Carried out Performance tuning, STRESS testing by setting up Perfmon logs in the NT remote server for 3 applications Prepared re-usable documents with the Lessons learnt/best practice.

Technologies used: Siebel CRM , Siebel Analytics (OBIEE), Informatica ETL

Developer, Common Application Support, Target Corp, US Feb 2000 – April 2004
Tata Consultancy Services, Chennai, USA

Target Corporation US, has large number of IBM mainframe applications for which TCS is providing Enterprise Application Support . Based on business functionality these applications are broadly classified into streams like Credit, Finance, Guests (STORES, ADV & MTR), and HR/Payroll, Supply.

I was a part of Supply team, worked extensively on Merchandising and Merchant Planning systems like Vendor, Automatic Item Replenishment, Order system, Item system, Sales Promotion, Sales and Inventory etc. Supported critical Mainframe support as well as worked on Item system related enhancements in COBOL/ Db2 and CoolGen (CASE Tool). I was at client location for requirement gather for 1 year and later continued to enhance the application from offshore.

Technologies used: Coolgen 5.1, IBM Mainframes , DB2

EDUCATION

- Certified in Business Analytics & Optimization , International School of Engineering ,2011
- Bachelor Degree in Electronics and Communication (ECE) from Osmania College of Engineering, Hyderabad, 1999

ACTIVITIES & AWARDS

- **Best Mentor** and Oracle Women Leaderboard Member , 2017
- **Best Faculty Award** for Project Management Training, 2015
- Lead the team for the Oracle Open World '15 & NRF'15 on Retail solution showcase
- Note of **appreciation from Retail Community**, 2010
- **Star of Quarter for outstanding performance**, Trade Promotion Optimization Solution, FY07
- Note of **appreciation from P&G Customer**, 2006
- **Appreciation Certificate** from customer Target Corp, 2004
- Strives for good **education and Social service** during free time