**VENKATA PAVAN PADALA**

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**Lewisville, Texas.**

**CAREER OBJECTIVE:**

To seek a responsible and challenging job with an opportunity for continual professional advancement in Various Technologies and domains. Be an asset to an organization that has a congenial working environment, contributing to its growth.

**PROFESSIONAL SUMMARY:**

* Having 14+years of experience as a Techno Functional consultant in CRM/ERP Domain.
* 5 years of extensive experience in the Salesforce.com platform as Administrator and Marketing Cloud Consultant.
* Good Experience in Full Lifecycle implementation of the Projects from inception to deployment.
* Expertise in Product Specifications Documentation, User Stories, Acceptance Criteria, Client presentation, Process Flows, System design and prototyping.
* Extensive knowledge in activities related to SFDC, Salesforce.com setup, Configuration, Customization, Administration, Data Migration and Deployment of applications to Force.com platform for large user groups
* Extensive knowledge in Creating Roles, Profiles, Email Services, Page Layouts, and Validation rules, Workflow Alerts and Actions.
* Experience in designing and implementing complex marketing automation solutions using Salesforce Marketing Cloud, including Journey Builder, Email Studio, Automation Studio, Contact Builder, and Mobile Studio.
* Proficient in configuring and managing data synchronization between SFMC and CDPs using APIs, connectors, or data extensions, to ensure accurate and up-to-date customer data in SFMC.
* Exposure to Agile Methodology, Team capacity planning, Tasks Estimations and Sprint planning.
* Understanding and writing database queries for the implementation of SOSL, SOQL and WSDL.
* Good Experience in data migration and integration using Data Loader, Import Wizard.
* Experience on Code versioning using GIT and Bit Bucket.
* Code migrations using Salesforce CLI and Visual Studio Code.
* L2 & L3 support on multiple Salesforce applications including Sales & Service Cloud.
* Experience in Support and Release management, which includes package preparation Unit testing and deploying the application in Production using various deployment tools like ANT, Change sets and Force.com IDE.
* Experience in Customer Support Process to handle requests from users and responsible for providing optimal solution with proper root cause analysis.
* Good knowledge on SAP and Oracle integration
* Good exposure in applying Maintenance Pack Upgrades.
* Having knowledge on DEV OPS, AWS and Oracle cloud.
* 8 Years of extensive experience in PeopleSoft HRMS 9.x, 8.x.
* Involved in taking Compare reports, Analysing and retrofitting of delivered objects, people code, SQR reports and other People Tools definitions in Upgradation process.
* Experience in different phases of a project namely – Requirement gathering, Analysis, Design, Development and Testing in PeopleSoft using SDLC methodology.
* Expert level skills in App Designer, People code, People Tools, Component Interface, SQL, Application Engine.
* Possess excellent analytical & conceptualizing skills & thrive on working in diverse teams and challenging environment.
* Good presentation and documentation skills in preparing technical specifications, Test Plans/Procedures

**TECHNICAL SKILLS:**

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| --- | --- |
| **SKILL TYPE** | **SKILL NAME** |
| **Technologies** | Salesforce Admin, Salesforce Marketing Cloud, Peoplesoft, SAP ABAP, SAP HANA, Informatica, SQL server, Rest API, Salesforce APIs |
| **ERP Package**  **People Tools** | People Soft HRMS v8.x, v9.0, People Tools v8.x  Application Designer, People code, Application Engine, File Layout, Component Interface, SQR |
| **RDBMS** | Oracle 9i, DB2, SQL server |
| **Reporting tools** | Brio SQR 8.0, XML Publisher, PS Query, |

**EDUCATION:**

* Bachelors of Technology in Computer Science - Jawaharlal Nehru Technological University, Hyderabad

**PROFESSIONAL EXPERIENCE:**

**Client: Citi Bank, Irving, TX**

**Role: Salesforce Operations Manager July 2022 to Till Date**

**Project Description:**

Led a team to implement Salesforce Marketing Cloud, collaborating with product owners and offshore teams to define requirements. Developed customer journeys, managed email campaigns, integrated CRM with Marketing Cloud, and provided technical support and training.

**Responsibilities:**

* Lead a team of 4 members to handle implementation of Salesforce Marketing Cloud application.
* Collaborate with product owners and offshore teams to gather and analyse project requirements. Translate business needs into actionable Salesforce solutions, ensuring clarity and feasibility.
* Develop complex customer journeys using Journey Builder and Automation Studio, enhancing customer experience and retention rates.
* Manage and optimize email campaigns in Email Studio,
* Integrate Salesforce CRM with Marketing Cloud, ensuring seamless data flow and accurate customer segmentation.
* Utilize Audience Builder to create targeted audience segments based on behavioural, transactional, and demographic data.
* Provide technical support and training to clients, enabling them to effectively utilize Salesforce Marketing Cloud tools.
* Collaborate with cross-functional teams to align marketing strategies with business goals and drive cohesive campaigns.

**Environment:** Salesforce Marketing Cloud, Journey Builder, Automation Studio, Email Studio, Audience Builder, CRM integration, and cross-functional team collaboration.

**Client: VANGUARD (Offshore)**

**Title: Sales and Marketing**

**Role: Marketing Cloud Senior Consultant Apr 2020 to Jun 2022**

**Project Description:**

Implemented multi-channel marketing campaigns and customer journey maps using Salesforce Marketing Cloud. Assisted with CRM integration, trained team members, generated technical documentation, and tracked quality and performance metrics.

**Responsibilities:**

* Implemented and managed multi-channel marketing campaigns using Salesforce Marketing Cloud.
* Developed and maintained customer journey maps, ensuring personalized and relevant communication with target audiences.
* Assisted in the integration of Salesforce CRM with Marketing Cloud, enhancing customer data management and segmentation.
* Trained junior team members on Salesforce Marketing Cloud functionalities and best practices, fostering a knowledgeable and efficient team.
* Generate Technical documentation for new projects.
* Identify application size (Functional and Technical)
* Function point calculation.
* Identifies and tracks quality issues and provides the data to monitor development performance.

**Environment:** Salesforce Marketing Cloud, CRM integration, customer journey maps, technical documentation, quality tracking, functional/technical analysis, function point calculation.

**Client: HSBC (Offshore) Sep 2017 to Mar 2020**

**Title: HSBC Banking**

**Role: Marketing Cloud Consultant**

**Project Description:**

Led the design and execution of personalized marketing campaigns with Salesforce Marketing Cloud, boosting customer engagement. Developed intricate customer journeys using Journey Builder and Automation Studio, managed email campaigns to achieve high open and click-through rates, and integrated CRM for seamless data flow. Utilized Audience Builder for targeted segments and provided technical support and training to optimize client use of Marketing Cloud tools.

**Responsibilities:**

* Lead the design, development, and execution of personalized marketing campaigns using Salesforce Marketing Cloud, resulting in a percentage increase in customer engagement.
* Develop complex customer journeys using Journey Builder and Automation Studio, enhancing customer experience and retention rates.
* Manage and optimize email campaigns in Email Studio, achieving an average open rate of percentage and click-through rate of percentage.
* Integrate Salesforce CRM with Marketing Cloud, ensuring seamless data flow and accurate customer segmentation.
* Utilize Audience Builder to create targeted audience segments based on behavioral, transactional, and demographic data.
* Provide technical support and training to clients, enabling them to effectively utilize Salesforce Marketing Cloud tools.
* Collaborate with cross-functional teams to align marketing strategies with business goals and drive cohesive campaigns.

**Environment:** Salesforce Marketing Cloud, Journey Builder, Automation Studio, Email Studio, CRM Integration, Audience Builder, and technical training tools.

**Client: CATERPILLAR-SOLAR TURBINES (Offshore) Sep 2014 to Aug 2017**

**Title: Centaur**

**Role: Salesforce Administrator**

**Project Description:**

Project is about the support and maintenance of Salesforce in Solar Turbine. This project involves the small enhancements to the Salesforce which suits the business requirements. The team will take the responsibility for supporting the maintenance and development requirements for Salesforce.com

**Responsibilities:**

* Accountability for Providing Deliverables on time.
* Involved in requirement gathering and technical implementation phases.
* Preparing Task list and Time lines for the project implementation/BAU items for monthly release items.
* Worked on tech debt like Workflows to flows migration to streamline the process with latest features.
* Worked on Shield Encryption.
* Worked on preparation of destructive package to delete un-used components from the org.
* Designed System Configuration Enhancements (Dashboards, Reporting, Sharing Rules, Role Hierarchy, etc.).
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Provide support during SIT and UAT. Involved in bug fixing and find workaround for the problems which arise in QA and UAT Testing.
* Involved in deployment process using Visual studio, GIT bash, and Bit bucket tools.

**Environment:** Salesforce.com, Workflows, Flows, Shield Encryption, Destructive Packages, Dashboards, Reporting, Role Hierarchies, SIT, UAT, Visual Studio, GIT, Bitbucket.

**Client: ANZ Feb 2014 to Sep 2014**

**Title: ANZ HR Foundation**

**Role: Team Member**

**Project Description:**

ANZ currently has PeopleSoft HR system in PeopleSoft HR8.9 and looking to upgrade their system to PeopleSoft 9.1 along with implementing PeopleSoft to some of their Asia Pacific region countries.

**Responsibilities:**

* Involved in Retrofit of PeopleSoft Objects
* Creation of Technical Designs for Functional Design
* Module wise analysis and testing
* Working on Build of TD for new requirements
* Leading the team for conversion
* Worked on conversion programs
* Peer review of projects developed by team members

**Environment:** PeopleSoft 9.1, 8.9, People Tools 8.52, 8.46, 8.49, SQR, PS Query and Oracle 10g.

**Client: Schneider-electric Dec 2012 to Jan 2014**

**Title: Schneider BHR**

**Role: Team Member**

**Project Description:**

Project is about the support and maintenance of PeopleSoft system in Schneider electric company. This project involves the small enhancements to the PeopleSoft system which suits the business requirements. The team will take the responsibility for supporting the maintenance and development requirements for PeopleSoft System

**Responsibilities:**

* Develop and modify software systems using disciplined software development processes
* Handle support issues within area of expertise
* Document code changes and release the documentation to the knowledge repository
* Work with Schneider Electric to ensure compliance of all code with Schneider development standards
* Significant contribution in bug fixing (CodeFix/DataFix) activity. Write unit test plans and validate unit test results
* Involved in preparing technical design, unit test plan and unit testing and Ensuring timely delivery with minimal defects.
* Extensively worked on peoplecode and created online objects to achieve the exact business requirement.
* Involved in Upgradation of Maintenance Packs.
* Development of CI Programs for bulk data entry like creation of User profiles, compensation plans etc.
* Enhanced SQl’s and views to improve the performance of the System.
* Extensively used PS/Query to develop ad-hoc queries and to produce analysing reports using excel.
* Responsible for writing application engine programs for uploading data from Flat Files HR tables to PeopleSoft database HR tables.
* Designed file layouts for various inbound and out bound interfaces programs.
* Created run control pages and defined process definitions to run the reports and processes.
* Used Process Scheduler for running online SQR programs and Application Engine programs.
* Analysis and retrofitting of customized PS Objects and People Code.
* Worked closely with the clients and the system users to achieve the exact requirement and functionality.
* Involved in user meetings and technical discussions with the onsite counterpart to develop and deliver the application which meets the user expectations.

**Environment:** PeopleSoft 8.9, People Tools 8.46, 8.49, SQR, PS Query and Oracle 10g.

**Client: PFIZER (Offshore) May 2010 to Nov 2012**

**Title: HRMS Support and Development Project**

**Role: Team Member**

**Project Description:**

A maintenance, enhancement and customization project for the Pfizer- is a global pharmaceutical company, ranking number one in sales in the world. This project is primarily for Human Capital Management. This project involves Analysis, Coding, and testing of various Customized programs of PeopleSoft HRMS

**Responsibilities:**

* Involved in preparing technical design, unit test plan and unit testing and Ensuring timely delivery with minimal defects.
* Extensively worked on peoplecode and created online objects to achieve the exact business requirement.
* Involved in Upgradation of Maintenance Packs.
* Development of CI Programs for bulk data entry like creation of User profiles, compensation plans etc.
* Enhanced SQl’s and views to improve the performance of the System.
* Extensively used PS/Query to develop ad-hoc queries and to produce analyzing reports using excel.
* Responsible for writing application engine programs for uploading data from Flat Files HR tables to PeopleSoft database HR tables.
* Designed file layouts for various inbound and out bound interfaces programs.
* Involved customization of various SQR reports as per the business requirements.
* Created run control pages and defined process definitions to run the reports and processes.
* Used Process Scheduler for running online SQR programs and Application Engine programs.
* Analysis and retrofitting of customized PS Objects and People Code.
* Worked closely with the clients and the system users to achieve the exact requirement and functionality.
* Involved in user meetings and technical discussions with the onsite counterpart to develop and deliver the application which meets the user expectations.

**Environment:** PeopleSoft 8.9, Unix

**Client: Henry Ford Health System Nov 2008 to April 2010**

**Title: HFHS Support and Implementation Project**

**Role: Team Member**

**Project Description:**

The Henry Ford Health System is a comprehensive, integrated, non-profit, managed care, health care organization located in Southeast Michigan. The project involved technical consultation to resolve the post-production issues in HR System.

**Responsibilities:**

* Handled support issues within area of expertise
* Document code changes and release the documentation to the knowledge repository
* Significant contribution in bug fixing (CodeFix/DataFix) activity. Write unit test plans and validate unit test results
* Enhancing and Optimizing the People Code of client Business Applications.
* User interaction to follow up on bugs & coordinating with technical team to fix those.
* Good understanding of PeopleSoft security including Roles and Permission-Lists and resolving issues related to security during Upgrade.
* Used Process Monitor to find out the status of the process.
* Involved in reviewing the Technical Specification Documents. Modified the Business processes in the upgraded system as per the requirements of users.
* Loaded data from external flat files to the PeopleSoft database using File layout and Application Engine.
* Involving in various types of Performance issues in our business Applications.
* Involved in testing and debugging processes for performance issues.

**Environment:** PeopleSoft 8.8

**Trainings and Seminars:**

* Corporate Trained (PeopleSoft People Tools) on Nov 2008
* Trained on People code and People tools
* Trained on ETL Tool - Informatica

**Achievements:**

* Appreciations received from the HFHS for the Interfaces I have developed data migration from external to HR system
* Project Star Awards
* CAST Basic, Professional and Key User certifications.
* Received appreciation directly from client