MADHURI KARANAM
madhuri.karanam424@gmail.com
+1 6692880789

IT professional with 6 years of experience with expertise in Oracle marketing cloud (Eloqua) and Salesforce CRM.

PROFESSIONAL EXPERIENCE

VMware Software India private limited

Technology   : Eloqua, Salesforce CRM
Role   : Business Administrator
Period   : October 2017 - May 2019

Description :
Marketing of VMware Products using Eloqua and sending the qualified leads to Salesforce CRM. The project involves Campaign Management, List Uploads, Data Cleansing and Integration to enhance the marketing Process, then CRM to follow up on the sales process and make the Opportunities Closed.

Responsibilities :

● Interaction with field marketing team and sales team to understand the requirements and implement the same in Eloqua and Salesforce.
● Exclusively worked on Program Builder, Integration calls, Auto syncs, External Calls
● Creating Custom Reports/Standard reports using Insight and Classic Insights
● Created User accounts, Security Groups,Update Rules, Match /Deduplication Rules, Contact Filters, Forms, Landing Pages
● Eloqua Database Clean up
● Home Page Customization, User Management, App Creation, Uploading Company logo, tabs in Salesforce
● Creating Accounts, Contacts, Products, Opportunities, Activities, Price books, List views, Converting leads, sending individual and mass emails
● Worked on Lead assignment rules , campaigns, Record Types, Lead queue, Quote templates,Workflows, Process builders in Salesforce
● Created Cases, Case assignment rules
● Experience in admin functions such as Profiles, Roles, Permissions, security controls
● Worked on Standard and Custom objects, Buttons, links and actions, Lightning components

Speridian Technologies

Client   :Vision Service Plan (VSP)
Technology   : Salesforce CRM, Eloqua
Role   : Systems Analyst
Period   : February 2015 - September 2017

Description :

The project involved the seamless movement of marketing process from Eloqua to Salesforce CRM with additional features to enhance the marketing process and the qualified leads were assigned to BDR's for follow up and then closing the opportunities

Responsibilities :

● Handled integration process between Salesforce and Oracle Marketing Cloud
● Responsible for the functional specification, technical design and implementation of Eloqua solutions
● Worked on designing campaigns, measure the performance by CTR metrics
● Worked on Lead Scoring models
● Experience in setting up, executing and measuring lifecycle email campaigns
● Worked on Data importing, exporting.
● Created assets like emails, landing pages, Segments, Email groups, Segments
● Experience in Sales Cloud and Service Cloud in Salesforce CRM
● Created Products, Activities, Opportunities, Web to Lead form, Lead assignment Rule, Lead queue,Auto Response Rules
● Worked on Visual Workflow, Process Builder and Schema Builder
● Experienced in Workflow Rules and Validation Rules, Role Hierarchy, Groups, Permission Sets

Capgemini

Client   : Meraas Holding
Technology   : Oracle Marketing Cloud
Role   : Eloqua Developer
Period   : April 2013 - January 2015

Description:
 Meraas is a real estate company located In Dubai, It is a public joint stock company and is listed on the Dubai Financial Market as DFM: EMAAR The Company operates internationally providing property development and management services.Among the leading solutions in the market Oracle Marketing Cloud(Eloqua) and Salesforce CRM were selected as the apt solution for implementing the business process.

Responsibilities :
● Requirement Gathering from the client
● Designed Emails, landing pages, Forms
● Prepared BRD Documents and user manuals.
● Exclusively worked on Custom Objects and record services and integrating with objects in Salesforce
● Implemented different logics and rules for Data cleansing and Normalization
● Worked on Data Tools, Segmentation, Assets, Email Groups
● Reporting on assets like Emails, landing pages, Campaign performance, form submissions
● Worked on Validation rules, workflows, Org Wide Defaults, Roles and Profiles in Salesforce
● Created Reports on Accounts, Contacts, leads, Campaigns, Opportunities
● Worked on creating, refreshing, modifying and setting up dynamic dashboards.
● Data management including importing leads, contacts, accounts, mass delete and also importing records using Data Loader
● User Interface Setup, Calendar options

● Worked on Profiles, Page Layouts, Field level Security, Custom App settings, Record type settings,Standard and custom object Permissions in Salesforce

EDUCATION

Bachelor's Degree from JNTU Anantapur, India

IT SKILLS

- Eloqua 10
- Salesforce CRM
- Lattice
- Microsoft Office

WORK AUTHORIZATION

H4 EAD