

Dhanasekar Palani

Senior Business Consultant | Marketing Technologist | Product Owner

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Aiming to achieve excellence in providing break-through, innovative and sustainable solution to business critical problems and engineer a better world for clients, community and society.

Skills & Competencies

Martech

Digital Marketing

Agile

Business Analysis

Data Analysis

Requirements Management

Product Evaluation

Stakeholder Engagement

Project Management

Problem Solving

Design Thinking

Digital Transformation

Adobe Experience Manager

Salesforce CRM

Salesforce Pardot

6sense

Workfront

Marketing Cloud

Work Experience

Senior Business Consultant

Cognizant (Nasdaq: CTSH)

10 years 10 months

2011 – Present

Chennai, India

Sales & Marketing (I2O), Senior Business Analyst

Aug, 2016 – Present

Accomplishments

- Successfully launched **enterprise-wide digital asset management (DAM)** to manage, store and distribute digital assets such as images, videos, documents, audio clips, 3D files and rich media for global marketing organization.
- Rollout of **account based marketing (ABM)** platform to uncover buying signals using AI-driven predictive insights, identify accounts in market and drive the right action.
- Hands-on experience in **marketing analytics**, significance of **data governance** and **data quality**, importance of **privacy** and **regulations**, usage and implications of **cookies & retargeting pixel**.
- Developed a solution to control, manage, and update **global taxonomy** and better **content tagging** structure to support the delivery of right content to right audience at the right place at the right time.
- Enabled processes, competencies and tools needed to execute **content activation, lead enrichment** and **personalization**.
- Implemented **demand generation automation program** to nurture leads, turn into **marketing qualified lead (MQL)**, make it sales-ready contact and push into sales funnel. Enabled campaign creation, lead scoring, account mapping, convert into contact and create new opportunity using industry-leading **Salesforce platform**.
- Streamlined request intake, workflows, review and approval processes to deliver marketing initiatives efficiently at faster speed with **enterprise-wide work management solution**.
- **Modernized company website** with industry-leading set of technologies for creating, managing, delivering, and personalizing content across digital marketing channels.

- **Localized company website** to deliver content across 11 different languages and 20+ countries using cutting-edge **multi-site-manager (MSM)** technology that enabled to expand into other markets.

Business Operations (C2C & S2O), Business Analyst

Aug, 2014 – 2016

Accomplishments

- Successfully launched **task management system** to manage pending tasks covering contract-to-cash processes such as contract management, billing & invoicing, and account receivables management. Enabled on-time closure to improve days sales outstanding (DSO) metric by 10%.
- Rollout of similar **task management system** to manage pending tasks covering service order (SO) to onboarding processes such as SO creation, resource identification, resource fulfillment, and resource onboarding. Enabled on-time closure to improve time to billable (TTB) metric by 15%.

Enterprise Application System, Programmer Analyst

Aug, 2011 – 2014

Accomplishments

- Rollout of **ticketing system** to streamline, manage and improve the turnaround time of project allocation, location change, contractor allocation and seat allocation processes by 18%.
- Implemented in-house platform to manage **rewards and recognition** for company employees and improved employee satisfaction by 12% with timely rewarding of high performance.
- Contributed as developer to build a **request tracker tool** for business operations team to manage seat assignment for new employees.

Achievements & Certificates

- **Agile Practitioner** certificate from Pluralsight
Achieved proficient level in learning agile principles and methodologies
- Many times received **Award of Excellence** for month and quarter
Recognition from leadership team for exhibiting best performance on monthly/quarterly basis

Interests

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|---------------------|-----------------------|------------|
| ▪ Entrepreneurship | ▪ Automation | ▪ Reading |
| ▪ Business Strategy | ▪ AI & ML | ▪ Swimming |
| ▪ Marketing | ▪ Future Technologies | ▪ Games |

Academics

- **Bachelor of Engineering** in Electrical and Electronics
2011, Anna University, Chennai, India