ESWARA NAIDU

SR.SALESFORCE MANAGER

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ABOUT

5X Certified Sr. Salesforce manager with a work experience of over 9 years (3 Years of Leadership + 6 Years of development) in Salesforce.

Currently leading a Global salesforce team of 25+ members (Architect, Business Analysts, Developers, Administrators and Pardot Specialists) and 3 Salesforce Vendors at **Global University Systems.**

CERTIFICATIONS

CERTIFIED Sales Cloud Consultant

CERTIFIED Pardot Consultant

CERTIFIED Administrator

CERTIFIED Platform App Builder

CERTIFIED Platform Developer I

TOOLS

Salesforce, Pardot, Jira, Salesforce Work Bench, GIT, MS Office, Salesforce Analytics Studio, WordPress, Zapier, Canva, Salesforce Inspector

EXECUTIVE SUMMARY

- Experienced in setting up high-performance development and support teams; Hiring, retaining, and mentoring talent.

- Experienced in managing cross-functional teams working from different GEO locations.

- Experienced in Planning, Building, Testing, and Deploying applications on the salesforce.com platform using agile practices.

- Experienced in Interacting with the business to extract requirements by understanding the business processes and presenting the prototypes to the Clients on the solutions.

- Worked in different environments of Salesforce such as **Pardot**, **Marketing Cloud, Sales Cloud, Service Cloud, and Experience Cloud.**

- Experienced in Automating the business processes using both **Declarative** and **Programmatic** Customization Capabilities of Salesforce.

- Experienced in **integrating** Salesforce with Other applications using **Rest Webservices** and other **Integration Tools like Zapier**.

- Good Experience in deployments using **Change sets**, **GIT**, **Workbench**, and Other **Develop Tools**.

- Good at **Analysing the salesforce org** and finding out the gaps to make sure the **Org is optimized** for best practices and Scalability.

- Experienced in setting up **1:1 customer journeys** and automating **Email, SMS, and other digital marketing campaigns** using **Pardot and Marketing cloud.**

PROFESSIONAL EXPERIENCE

Global University Systems   - Sr. Salesforce Manager

June 2019 - Present

- Looking after the design, implementation, and deployment of Salesforce-based solutions to all the universities under GUS.

- Collaborating with architects and engineers to develop technical designs and solution recommendations.

- Guiding the design, code review, and release management as part of the oversight of our internal software development lifecycle.

- Working closely with Marketing and Sales leadership to make sure Salesforce is aligned with the business strategies.

- Communicating and reporting project status, Bugs/Issues to IT Leadership including budgets, risks, and general business issues.

- Leading 3 salesforce Vendors/Partner teams from different GEO locations.

- Ensuring appropriate controls and documentation are followed to meet security, compliance, GDPR, and Privacy requirements across all systems.

- Managing a continuous improvement program whereby technical or user processes are improved/enhanced where it is of tangible value to the business.

- Hiring Engineers, conducting performance reviews, mentoring and supporting their individual growth.

- Ensuring primary and backup support resources are identified, trained, and in place for the current production applications.

ACHEIVEMENTS

- Built a strong global salesforce team of 25+ members from Scratch.

- Rolled out salesforce and Pardot for more than 30 Universities. Rolled out Experience cloud and onboarded more than 10k partners.

- Shifted the company's salesforce practice from the waterfall model to agile.

- An initiative of integrating salesforce with Digital marketing channels custom audience's has reduced duplicate leads from 2.5% to 0.4% and saved up to £600k per annum in advertising costs for the company.

Ayush Agro Farms   - Salesforce Marketing Automation Manager

April 2018 - May 2019

- Worked on the creation of Email Templates, Landing Pages, Automation of Emails, and SMS Campaigns using Salesforce Marketing Cloud.

- Worked on the creation of Media Plan, Audience planning, Ad Placement planning, and Budget planning for all the display, text, and video campaign launch.

- Worked on the Creation of 1 to 1 customer journeys to send personalized content through Email, Web Push, Mobile Push, and SMS Notifications using Marketing Cloud Journey Builder.

- Closely worked with Marketing and Sales leadership to monitor the Lead Quality and worked on improvisations.

Salesforce - Salesforce Customer Success Engineer

August 2016 - March 2018

- Provided prompt and complete resolutions to technical challenges and business issues that have been escalated.

- Lead the resolution of critical-technical issues.

- Managed highly visible, global, and strategic, enterprise cases and ensure 100% customer satisfaction.

- Worked closely with the Salesforce R&D team on escalated technical issues and product roadmap changes/new features.

- Identified, developed, and executed training/education gaps or challenges.

- Shared best practices with team members to enhance the quality and efficiency of customer support and contribute to the knowledge base.

- Served as a Subject Matter Expert (SME) in the Setup Skill Group.

- Worked on a rota basis with the rest of the team to handle Severity-1 situations during weekdays and weekends.

ACHEIVEMENTS

Worked closely with Management in building 30 member strong team by involved in all the major activities of hiring, mentoring and ramp up new hires both technology-wise and as well as process-wise.

Schemax Expert Techno Crafts - Salesforce Developer

June 2013 - July 2016

- Built Salesforce applications using Apex and Visualforce and leverage the full capabilities of the Salesforce platform to support the company's programs.

- Created/modified existing controllers, controller extensions, and triggers across all platforms
.
- Developed highly interactive UI using Visualforce, and JavaScript technologies.

- Integrated salesforce.com with other systems.

- Applied best practices and design patterns of best-of-breed applications developed on the Salesforce.com platform.

- Created and executed unit, integration, and user acceptance test plans, including use cases and test data.

- Gathered, analyzed, and documented functional and technical requirements for new projects, enhancements to existing solutions, and production issues reported by end users.