Digamber Rawat

About Me
I am a highly motivated and result oriented IT consultant with more than 16 years of experience in project management, stake holder management, consulting, requirement elicitation & analysis, data & process mapping and designing solutions built in digital technologies like Salesforce Marketing Cloud, SAP-Hybris Commerce, Adobe Marketo - Marketing Automation etc.

📍 Amsterdam, The Netherlands

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Key Skills
- *Salesforce Marketing Cloud(Expert)*
- *Salesforce CRM (Intermediate)*
- *Adobe Marketo (Advanced)*
- *MarTech (Expert)*
- *eCommerce (Expert)*
- *eProcurement and Punch-out (Advanced)*
- *SAP Hybris (Advanced)*
- *Agile/Scrum (Expert)*
- *Retail Payments (Advanced)*
- *PCI-DSS (Advanced)*
- *MS Suite (Advanced)*
- *MS Azure (Basic)*
- *SCJP Java 1.4 Certified*
- *Certified SFMC Email Specialist*
- *Certified SFMC Admin*
- *Certified SFMC Consultant*

Work Experience

I have been working with TCS since 2005 and have worked in client-facing roles across multiple geographies like the USA, UK and Netherlands. Below is the summary of some of the key projects that I have worked on and roles that I have performed during my career:

Upfield, Netherlands

Solution Architect & Delivery Manager – Marketing CRM
May 2020 – Present
Responsible for Upfield Marketing CRM Processes and systems.
- *Managing a team of SFMC consultants to deliver various projects and campaigns, serving 30+ markets worldwide*
- *Acting as the front end for local marketing and brand teams for all CRM requests and helping them in defining the CRM strategy and roadmap*
- *Designed and implemented a simplified data architecture and subscription model making the CRM campaign execution easier and more scalable*
- *Setup new Acquistion channels like Facebook lead gen forms, 3rd party syndicated content marketing sites etc. to achieve the Marketing KPI of acquiring 1 Million PII records*

Marks and Spencer, UK

Solution Architect – Marketing and Ecommerce
June 2019 – April 2020
Responsible for M&S SFMC system
- *Lead a team of SFMC consultant to support M&S central and local marketing teams*
- *Worked with business and technical SMEs to understand the business requirements for the email campaigns and build them in SFMC*
- *Built complex email journeys and automations to support the marketing campaigns*
- *Helped business to created and push segments via Advertising audience, that were used for look-alike targeting on social channels*
- *Integrated 3rd party API solution e.g., e-coupon solutions , Aptivada etc.*

Staples Solutions, Netherlands

Project Manager - Marketing Automation(Marketo) Implementation
July 2018 – April 2019
Supported Staples digital transformation by implementing new marketing technologies with a focus on Marketing Automation.
- *Participated in the RFP process to evaluate and select the best suited marketing automation tool for Staples Solutions. Later lead the TCS and Marketo teams in Implementing the MAP project*
- *Worked as a linchpin between client's business and technical teams and the project delivery team that consists of TCS developers, TCS marketing advisory consultants and Marketo technical and business consultants.*
- *Delivered the first ever integration of marketing and sales CRMs (Salesforce and in-house b2c CRM) in Staples Europe well within the budget and 2 months earlier than originally planned*

Sr. Business Analyst/ Product Owner- Marketing Excellence
Nov 2016 – June 2018

Supported Staples-Marketing by implementing and improving the marketing systems and processes in order to drive marketing excellence across the organization.

- *Responsible for scoping the requirements, creating the functional design and leading a team of TCS and Staples consultants in delivering an integrated briefing tool which reduced briefing cycle time by over 20%*
- *Helped Staples-Marketing in rolling out the solution and delivering the onsite training at more than 10 business units across Europe*
- *Lead another project of replacing an out-of-shelf Marketing Operations Management (MOM) tool with a simpler and better user-friendly tool built in-house, resulting in considerable yearly saving on product license*

Fabory, Netherlands

Business System Analyst – SAP Hybris Commerce
Apr 2015 – Oct 2016

Responsible for planning, prioritizing and successfully delivering the backlog for Fabory webshop and running the scrum team responsible for webshop development

- *Helped eCom team in achieving the Webshop revenue target of yearly increment of 15% within 9 months*
- *Successfully managed multiple projects and enhancements that required liaison between multiple stake holders like Fabory internal teams (SAP , Web Methods , Finance , Legal , Credit Management, field marketing etc.), TCS development team and 3rd parties (Adyen payment service etc.)*
- *Ran workshops, interviews and meeting to capture requirements, pain points, quick wins and long-term visions. Created epics, user stories and functional specifications*
- *Ran show & tell sessions for project sponsors and senior leadership*
- *Helped in setting up the analytics and measuring the success using google analytics reports (goals , funnels , conversion etc.) and Hybris data (new registrations, completed orders etc.)*
- *Assisted product line managers and product owners to define e-com strategy and road-map*

WW Grainger, India

Project Lead and System Analyst – SAP Hybris Commerce
June 2013 – Feb 2015

Responsible for maintenance and enhancements of Grainger web-shop's search and browse functional area

- *Lead a scrum team at offshore responsible for the application development and QA*
- *Liaised with TPMs to define the business requirements and converted them into epics and stories*
- *Visited onsite (USA) on business trips to captured requirements and to run sprint zeros for major enhancements and projects*

United Biscuits, UK and India

○ **Business Analyst – United Biscuits Cloud Hosted Solutions**
June 2011 – May 2013
Supported United Biscuits digital transformation by migrating various on-premise applications to cloud (Google App Engine)
- *Participated in the ideation stage to help the project team to Identify the business applications that can be built on the new PaaS and to identify the key stake holders of the project*
- *Conducted workshop and interviews to capture the requirements. Created project artefacts like process flows and data matrices*
- *Implemented three key internal BPM based applications using Orangescape PaaS and hosted them on Google App Engine. CAPEX: used for raising capital expenditure, Acorn : used for launching a new product to market and SCIP : used for rating suppliers based on business defined parameters*
- *Conducted UAT and user trainings on multiple locations across UK*

Nielsen Media Research, USA

○ **Onsite Software Developer – Nielsen Internet Television Measurement**
Jan 2008 – Jan 2009

Apple Inc. , USA and India

○ **Java Developer – Apple Store Point Of Sale (POS)**
Mar 2006 – Dec 2007

Education

○ **Bachelor of Technology (Computer Science and Engineering) , Graphic Era University India**
Sep 2001 – June 2005
Four-year degree course from one of the top engineering college in India

○ **Courses and Trainings attended**
- Salesforce marketing cloud
- Marketo for managers
- Marketo core concepts
- Hybris commerce
- Salesforce core concepts