RAJAT KHITOLIYA

SALESFORCE
Partner Success Manager
Customer Life Cycle Manager
Program Product / Project Manager

PHONE: 8888999864
E-MAIL: RAJATKHITOLIYA@GMAIL.COM
Location: DELHI
Link: Linkedin

Career Summary
- Highly capable computer science professional with 9+ years of overall experience, seeking to leverage proven leadership and strategy skills.

SKILLS
TECHNICAL PROJECT MANAGEMENT / PROGRAM MANAGEMENT

Agile	Data analysis	JIRA	PNL
Scrum	Risk management	MS Project	Cost Management
Waterfall	Cost management	Prioritization	Revenue Management
Kanban	Performance monitoring	Adaptability	Budgeting
Six Sigma	Business Analysis	Stakeholders management	

PROGRAMMING SKILLS

Database	Big Data & AI	HTML	PHP
Hadoop	Python	JavaScript	jQuery
SQL	R	Angular	C++
	IBM Watson	React	JAVA
	Apache Sparx	React Native	APEX (Salesforce)

TECHNICAL PRODUCT MANAGEMENT

Segment Testing	Email Marketing	Product strategy	Product road mapping	Salesforce
Growth Optimizing	Search engine optimization (SEO)	Business strategy	Business-to-Business (B2B)	Software as a Service (SaaS)
Outreach	Advertising	Product design	User experience (UX)	
Backward planning	Target Audience Research	Product development	Analytics	
Marketing strategy	Competitive Analysis	Data analysis	Marketing Mix	A/B Testing

FINANCIAL SKILLS

Financial health	Financial statement analysis	Budget preparation	Intrinsic valuation
Cash Flow management	Analyzing performance metrics	Financial forecasting	DCF

EXPERIENCE
Salesforce (March 2023)
- Designation: India - Partner Success Manager (PSM), Customer Life Cycle Manager (CLM) / Project Manager IV
- Partner-Centric Project Leadership
    - Delivered detailed consultation for project success, conducting regular cadences to assess project progress, and incorporating partner feedback through **PAM** (Partner Account manager), **PSM** (Partner Sales Manager), **PEM** (Partner Engagement Manager) & **AE** (Account Executive), **SE** (Solution Engineers) & Technical Architects.
    - Managed Partners varying in different Salesforce partner levels/sizes starting from **Base, Ridge, Crest, and Summit** levels.
        - **10 primary partners**: Led collaboration, overseeing all projects in detail, conducting regular cadences, governing them, checking technicalities, and providing consulting for optimization and efficiency improvement.

- **19 partners**: Monitored Go-Live processes and general project progress, overseeing milestones and deliveries without delving into exhaustive details, fostering an environment of successful project execution.
- **5 partners**: Partial involvement with selected **projects/red accounts** at critical stages, providing tailored approaches to meet the project's specific needs.
- Key metrics and KPIs
  - Organization / Company
    - Structure, Organization design, Delivery governance model, PMO best practices, templates, escalation matrix, Service level agreement (SLA), RAID, PMO certifications & experience level, Centre of practice, Centre or excellence, collaboration methods
  - Skills / Resources / Experience
    - Skill matrix for standards like Prince 2, PMI and SAFe, Skill matrix for PMO tools like Jira, Agile methods, communication, experience with complex projects
  - Project Assessment
    - Project Management, Requirement management, Solution management, Change management, Quality management, Incident management, Resource management, Risk management, Release management, Version management, Escalation management, Cost management, Stakeholder management, Learning management, Best practices management, Standard frameworks, Automations, Customer Success management
- Strategic Project Oversight
  - Orchestrated **300+** Salesforce (SFDC) projects, providing high-level management for **100+** projects (**ACV USD 5M & TCV USD 10M**).
  - Ensured Go-Live success and on-time delivery of all project deliverables.
  - Oversaw projects varying in **Scale**, **Volume (TRX, Growth)**, and **Enterprise** level.
  - Managed project types: **implementations**, **Enhancements**, **AMC support**, **Reseller**, **T&M** (Time & Material), and **Staff augmentation**.
- Product and Integration Expertise:
  - Salesforce Product Expertise:
    - Automations
      - Marketing Cloud, Datorama, Social Studio, Sales Cloud, Service Cloud, CPQ (Configure Price Quote), Pardot, Sales Cloud Einstein, Revenue Cloud, CPQ Einstein, Service Cloud, Field Service Lightning, Service Cloud Einstein, Experience Cloud (Lightning Bolt, CMS, Wave), Einstein Analytics, Tableau
    - Industry Specific
      - Financial Services Cloud, Health Cloud, Manufacturing Cloud, Nonprofit Cloud, Public Sector Cloud, Education Cloud, Energy & Utilities Cloud, Media & Entertainment Cloud, Consumer Goods Cloud, Retail Cloud
    - Development Platforms & other technologies
      - Lightning Platform, Heroku, MuleSoft, Einstein Voice, Customer 360 Data Platform, Einstein Bots, Flow, Industry-specific AI solutions, Einstein Discovery, Einstein Prediction Builder, Salesforce Mobile App, Lightning Mobile App
  - Seamless Integrations:
    - AppExchange, Whatsapp, Shopify, Zendesk, Slack, Tableau, AWS, Jira, Microsoft Teams, Google Analytics, HubSpot, Mailchimp, GitHub, Docker, Zoom, Trello, Confluence, ERP systems such as SAP, Oracle, and NetSuite
    - Systems like Reservation System, Student Information System (SIS), Learning Management System (LMS), Admissions Management System, Dealer Management System (DMS), Parking Management System, Property Management System (PMS)

Upwork (August 2020)
- Designation: Technical Product Manager, Technical Project Manager, Technical Program Manager, Freelance/contractual position
- Key Skills & Experience:
  - Client Consultancy: Partnered with diverse industries (healthcare, finance, retail) to uncover pain points, map business objectives, and define technology roadmaps. Recommended and implemented solutions using:
    - CRM: Personalized customer experiences, streamlined sales processes, and automated support (increased customer satisfaction by 20% using Salesforce Customer 360, leading to **$1 million** in recurring revenue).
    - ERP: Integrated financial management, optimized supply chains, and enhanced customer engagement (reduced operational costs by **15%** for a manufacturing client with Microsoft Dynamics 365, contributing to a **20%** increase in profit margin).

- Cloud: Scalable storage, serverless deployments, and flexible compute resources.
- Data Analytics: Data warehousing, real-time analytics, and actionable insights (up-sold **75%** of existing clients to premium service packages, exceeding sales targets by **15%** with data-driven segmentation).
  - ○ Partner Consultancy: Collaborated with various technology partners as a trusted advisor and facilitator for successful project delivery and mutual growth. Developed strong relationships with
    - Co-developed solutions and expanded partner footprints.
    - Delivered pre-sales support and facilitated knowledge sharing.
    - Designed secure and cost-effective cloud solutions.
  - ○ Business Development:
    - Actively generated new business opportunities through IBM Watson Marketing Cloud prospecting, upselling, and cross-selling. Converted high-value leads through data-driven prospecting, compelling value propositions, and effective negotiation skills. Regularly exceeded sales targets by **15%**.
  - ○ Client & Partner Front-End:
    - Served as the primary point of contact, fostering strong relationships and ensuring clear communication. Managed expectations through proactive communication, regular reporting, and transparent issue resolution. Built trust and rapport by being a dependable advocate for client and partner needs.
- Technical & Functional Expertise:
  - ○ CRM: Deep understanding of the Salesforce Customer 360 platform (Sales cloud, Marketing cloud, Service Cloud, Einstein AI), LWC & Aura components with Rest & SOAP APIs
  - ○ ERP: SAP S/4HANA (Financial Accounting, Controlling, Materials Management, Sales & Distribution, Production Planning) - Finance, Inventory, Customer Relationship Management, Production & SuccessFactors HCM (Human Capital Management)
  - ○ Cloud Computing: AWS: EC2 (M5: Large, C5: XLarge, T3: Micro), S3, Lambda, IAM, VPC, CloudWatch - Security practices
  - ○ Data Analytics: Skilled in utilizing GCP tools (BigQuery, Dataflow, Looker) for data warehousing, real-time data pipelines, and data visualization.
  - ○ Digital Transformation: Keywords: IBM Watson Financial Services, Watson Assistant, Watson Discovery, Watson Knowledge Studio, real-time data, mobile accessibility, AI-powered insights, cognitive automation, process transformation, digitalization, operational efficiency gains
- Profitability & Growth:
  - ○ Maintained a **75%** average profitability margin across diverse engagements.
  - ○ Increased revenue by **20%** year-over-year through a combination of new client acquisition and upselling/cross-selling.
  - ○ Developed a data-driven segmentation strategy to identify and focus efforts on high-value client segments, resulting in a **15%** increase in average deal size.
  - ○ Implemented an A/B testing approach to evaluate different sales and marketing strategies, leading to a **10%** improvement in lead conversion rates.
- Projects:
  - ○ www.greatfrontdoor.com, Nyymbus, COVID Vaccine App, www.in-18.com , https://en.ac-illust.com , https://en.photo-ac.com , www.3stripestech.com, Kushal Tandon's Arbour 28, Lyfas, RightAtria, eunoiafilms.com, FineBrisk, www.9thwonder.com , www.straightnorth.com , www.madfishdigital.com, IncomePropertyLister, Valet

TFTH (July 2019)
- Designation: Project Coordinator
- Successfully led the delivery of small scale projects with high volume (**10,000+ projects**, **USD 1M TCV**) for **210 diverse partners**, achieving exceptional results:
  - ○ Profitability:
    - Delivered projects with a **75% gross margin**, maximizing value for partners and clients.
  - ○ On-Time & On-Scope Delivery:
    - Achieved a **95% success rate** in delivering projects on time and within scope, minimizing disruptions and exceeding client expectations & achieving a **CSAT of 4.9 out of scale of 5**.
  - ○ Risk Management:
    - Implemented proactive risk management strategies, resulting in a **90%** reduction in project issues compared to my previous average of **85%**, the resulting impact on the bottom line of **5%**.
  - ○ Resource Optimization:
    - Optimized resource allocation across diverse teams (2-20 members), ensuring efficient personnel use and achieving **15% resource cost savings**.
  - ○ Change Management:

- - - Effectively navigated **80%** of projects with change requests, minimizing disruptions and maintaining strong partner relationships.
  - Specific Achievements:
    - Increased operational efficiency by **20%** for a client by delivering a real-time data visualization dashboard, directly contributing to improved decision-making and cost savings.
    - Led migrating a legacy application to a cloud-based infrastructure, achieving a **30% cost reduction** for a partner, demonstrating strong project management skills in budget control and resource optimization.
    - Reduced development time by **10%** for a mobile app project through continuous process improvement and agile methodologies, showcasing effective team management and delivery optimization.
  - Additional Metrics:
    - Client Satisfaction:
      - Maintained a **98%** client satisfaction rating, measured through regular surveys and feedback mechanisms.
    - Team Productivity:
      - Increased team productivity by **12%** through effective performance management and continuous learning initiatives.
    - Stakeholder Management:
      - Successfully managed expectations and ensured alignment across all stakeholders throughout the project lifecycle.

eMavens (August 2018)

- Designation: Web Developer
- Technical Expertise
  - CMS:
    - Custom Dev (Laravel, Django, Flask) & Customization (WP, Drupal, Joomla)
    - WP (Wordpress): Yoast SEO, WooCommerce, Gravity Forms, Elementor
    - Magento: Mageplaza, Amasty, Firebear Studio
    - E-commerce Integrations & Product Mgmt (Magento, Shopify, WooCommerce, BigCommerce)
  - Integrations:
    - Payments: Stripe, PayPal, Braintree, Authorize.Net, Paytm
    - Marketing Automation: Mailchimp, HubSpot, ActiveCampaign
    - CRMs: Salesforce, Zoho, Pipedrive
    - Third-Party: Google Analytics, Facebook Pixel, Intercom
  - Back-End Dev: Python (Django, Flask) & PHP Frameworks
  - Server & Cloud: AWS, GCP, Azure for CMS Hosting & Scaling
  - Additional Skills: Git, Data Visualization (Tableau, Power BI)
- Projects
  - Web
    - getmytyre.com, belleven.com, csh-delhi.com, modestforever.com, statezen.com,jkicps.org, kashmirhills.com, emavens.com, anmazingfactory.com, freshupmattresses.com, absolutenutrition.co.in, brewforce.co.in, aqualiteindia.com, bigmusclesnutrition.com, fitnesstack.com, homecityonline.com, rideofy.com, tripti.in, tungvalley.com, mymartini.in, sofapotato.in, shop.awfis.com, tulsionline.in, dreamcareindia.com, uncletony.com, omenterprise.co, sindabad.com, fibernloom.com, wooddekor.com, surgiwear.co.in, chessncrafts.com, tobeapirate.com
  - Mobile applications
    - Gangotri exports, ATS Greens, Aqualite India, Trip Hills, Glasified, Myflexipass, Fresh Up, Connect Yaar, Dealer Locator, Modest Forever

Software Engineer (August 2015)

- Designation: Freelance
- Cloud Platforms:
  - AWS: Experienced with various services like EC2, S3, Lambda, for scalable and secure cloud solutions.
- CRM (Customer Relationship Management):
  - Salesforce: Implemented Sales & Marketing Cloud solutions to streamline workflows, automate processes, and generate insightful reports.
  - LWC & Aura components with Rest & SOAP APIs
- ERP (Enterprise Resource Planning):

- ○ SAP: Proficient in key SAP modules for various functions like financial reporting, inventory management, and customer relationship management (CRM).
- Data & Analytics:
  - ○ IBM Watson: Utilized diverse Watson products (e.g., Discovery, Assistant) for data exploration, visualization, and gaining actionable insights.
  - ○ Big Data (Apache Hadoop & Cloudera): Led projects using these tools for large-scale data processing and analysis.
- Projects
  - ○ Sentiment analysis for customer reviews: Use IBM Watson's Natural Language Processing (NLP) capabilities to analyze customer reviews and identify trends, emotions, and areas for improvement.
  - ○ Chatbot development for a specific use case: Develop a chatbot using Watson Assistant for a specific use case, like customer service, technical support, or product recommendations.
  - ○ Multi-channel chatbot development: Expand your chatbot capabilities to interact with users across multiple channels like Facebook Messenger, Telegram, or SMS, using Google Cloud Dialogflow and integrations.

INTERNSHIPS

Wipro (January 2018 - March 2018)
- Software Engineer
  - ○ Web Development: Frontend (HTML, CSS, JS, jQuery, AngularJS) & Backend (PHP)
  - ○ UI/UX Design: GUI design, web graphics, flash animation
  - ○ Technical Expertise: Website optimization, loading speed

HCL (January 2016 - July 2016)
- Big Data Developer
- Big Data Architect & Engineering
  - ○ Hadoop (Yet Another Resource Negotiator [YARN], Hadoop Distributed File System [HDFS]), Spark, Cloudera, Ubuntu, ETL (Sqoop, Flume, Kafka), Machine Learning (MLlib (Machine Learning library), TensorFlow), Data Pipelines, Real-time Insights, Security

CERTIFICATIONS
- Actively pursuing PRINCE2
- Actively pursuing Salesforce Certified Technical Architect
- Initiating and Planning Projects - University of California
- Design Thinking for Innovation - University of Virginia
- Digital Product Management: Modern Fundamentals - University of Virginia
- Become a Python Data Analyst - Udemy
- Fundamentals of Data Science & Machine Learning - Coursera
- Machine Learning A-Z Hands-On Python & R in Data Science - Udemy
- The Python Bible™ - Udemy
- Python for Data Science and Machine Learning Bootcamp - Udemy

COURSES
- Bachelor of Computer Applications (BCA), Data Analytics - Amity University, Noida (2026)
- Bachelor of Technology (BTech), Computer Science (CSE) - Maharshi Dayanand University (Dropped)
- 12th - Computer Science, CBSE (2nd division)
- 10th - Central Board of Secondary Education (2nd division)