

Salesforce Marketing Cloud Product Owner / Solution Analyst (Expert)

1. General Information

Title	Salesforce Marketing Cloud Product Owner / Solution Analyst (Expert)
Trigram	PR.V
Experience level	Expert (11+ years)
Daily rate	265 €
Availability	Immediate
Working language	English (professional, written & spoken)

2. Technical Skills

Salesforce Marketing Cloud architect and consultant with 11+ years dedicated almost exclusively to the Marketing Cloud ecosystem — a rare depth of specialisation directly matching a functional Product Owner / Solution Analyst mandate. Long-standing practice of solution design from client requirements, running discovery workshops with business stakeholders, and translating business needs into functional designs for journeys, automations and campaigns. Hands-on across Journey Builder, Automation Studio, Email Studio, Mobile Studio, Contact Builder, CloudPages, Advertising Studio, Social Studio and Customer Data Platform (CDP), with additional exposure to Marketing Cloud Next. Extensive experience integrating Marketing Cloud with Salesforce CRM and SAP, migrating legacy systems and business units, and training business users to drive adoption. Strong command of segmentation and data modelling through SQL, AMPScript and CDP data streams, allowing solutions to be challenged on substance and validated rigorously. Delivered on international programmes for large multinational accounts (Hilti, Reckitt, Bayer, Bekaert, PLDT, RMIT), including on-site engagements, with team leadership and mentoring responsibilities.

Marketing Cloud & engagement: Journey Builder, Automation Studio, Email Studio, Mobile Studio / Mobile Connect, Contact Builder, CloudPages, Advertising Studio, Social Studio, Radian6, ExactTarget, Marketing Cloud Next, Pardot

Data & customer platform: Customer Data Platform (CDP): data streams, data model, segmentation, audience creation and activation into SFMC

Salesforce platform: Sales Cloud, Service Cloud, Salesforce.com configuration & administration, Apex, Visualforce, Triggers, Reports & Dashboards

Scripting & data: AMPScript, SQL, SOQL; HTML, CSS, JavaScript

Integration & migration: SFMC–Salesforce integration, SAP configuration for Marketing Cloud, REST API integration, HubSpot data migration, business unit migration, Data Loader, Jitterbit, Change Sets, Force.com IDE, Workbench

Marketing Cloud apps: SMS Magic, ClickTools, DocuSign, Social Studio, Radian6

Functional / delivery: Requirements gathering, client workshops, solution design, journey & campaign design, business user training, team leadership and mentoring, testing and deployment

3. Soft Skills

Autonomous, rigorous and client-oriented, this consultant is at ease facilitating workshops and gathering requirements directly from business stakeholders. A proven ability to translate business needs into clear solution designs, to lead and mentor delivery teams, and to train end users positions this profile naturally at the interface between business and technical teams. Adaptable and quick to master new tools, comfortable in international and on-site contexts, with strong communication skills and a track record of sustained client relationships.

4. Languages

English: professional (written & spoken)

Hindi: native

5. Professional Experience

Salesforce Marketing Cloud Architect — SITENCO (Freelance)

04/2023 – today

Context / Project environment: Independent Marketing Cloud architect for international clients, top-1% freelancer with Expert Vetted badge. Engagements cover solution design, CDP implementation and end-to-end Marketing Cloud delivery.

Assignments & achievements:

- Reckitt (British multinational consumer goods, team of 10 — Marketing Cloud Consultant): led SFMC integration with Salesforce, initial SFMC setup and SAP configuration for Marketing Cloud.
- Reckitt: designed the solution from client requirements, built journeys and Automation Studio processes, and conducted business unit migration analysis.
- Reckitt: migrated data from HubSpot into the Marketing Cloud ecosystem.
- Reckitt: implemented Customer Data Platform (CDP) — set up the platform, integrated it with SFMC, configured data streams, segmentation and the data model.
- Reckitt: created audience segments for high-value customers from CDP data and activated them into SFMC journeys.
- Ongoing freelance Marketing Cloud architecture and consulting for global clients, spanning solution design, journey design and platform integration.

Technical environment: Marketing Cloud (Email Studio, Journey Builder, Contact Builder, Automation Studio), Customer Data Platform (CDP), Advertising Studio, Salesforce CRM, SAP, AMPScript, SQL

Salesforce Marketing Cloud Architect / Consultant — Tata Consultancy Services (TCS)

02/2021 – 04/2023

Context / Project environment: Marketing Cloud architecture and consulting on large international accounts, including exposure to Marketing Cloud Next. Team-lead responsibilities within delivery teams of around 10 people.

Assignments & achievements:

- Hilti (Liechtenstein multinational, construction & manufacturing, team of 10 — Marketing Cloud Architect): owned SFMC solution design against client requirements and participated directly in client workshops.
- Hilti: handled SFMC initial setup, integration with Salesforce and SAP configuration for Marketing Cloud.
- Hilti: designed and built journeys and Automation Studio processes; conducted business unit migration analysis.

- Bayer (German multinational pharmaceutical and life sciences, team of 10 — Marketing Cloud Consultant): designed the solution from client requirements and built lead journeys and transactional emails.
- Bayer: developed AMPScript for email templates and SQL automations supporting journeys.
- Bayer: trained business users on Marketing Cloud and led the SFMC team; carried out business unit migration analysis.
- Bekaert Industries (global steel wire company, Belgium, team of 10 — Marketing Cloud Consultant): integrated Marketing Cloud with Salesforce and replicated the legacy system into SFMC.
- Bekaert: performed SFMC initial setup and SAP configuration; designed the solution, built journeys and Automation Studio processes, and ran day-to-day drip campaigns.

Technical environment: Marketing Cloud (Email Studio, Journey Builder, Contact Builder, Automation Studio), Marketing Cloud Next, CDP, Salesforce CRM, SAP, AMPScript, SQL

Marketing Cloud / Pardot / Salesforce Consultant — Capgemini

02/2017 – 02/2021

Context / Project environment: Marketing Cloud consulting on international accounts (telecom, higher education, real-estate), within teams of 7 to 20 people, including a two-month on-site engagement in Australia.

Assignments & achievements:

- PLDT (largest telecom provider in the Philippines, team of 10): integrated Marketing Cloud with Salesforce and replicated the legacy system into SFMC.
- PLDT: performed SFMC initial setup and SAP configuration; designed the solution from client requirements.
- PLDT: built lead journeys and transactional emails, developed AMPScript email templates and SQL automations, trained business users and led the SFMC team.
- RMIT Online University (Australia's largest tertiary institution, team of 7, incl. 2 months on-site in Australia): gathered client requirements and replicated the legacy system into Marketing Cloud.
- RMIT Online: set up and integrated Mobile Connect; designed the solution, built journeys and transactional emails, and created AMPScript templates.
- RMIT Online: integrated the website via REST API, launched email and SMS campaigns, created SQL automations for journeys, and trained business users.
- RMIT University (team of 20): integrated Marketing Cloud with Salesforce, used AMPScript for dynamic content, created data extensions synced with Salesforce, and automated email campaigns through Journey Builder.
- RMIT University: configured Social Studio and Radian6 — created rules and gathered keyword-based data from social networks; built Marketing Cloud templates.
- RMIT University: mentored junior resources, worked with the onshore team and trained users on Marketing Cloud functionality.
- HMLET (serviced apartments, Singapore/Hong Kong/Australia/Japan, team of 15): integrated Marketing Cloud with Salesforce and configured journeys.
- HMLET: used AMPScript for dynamic coding, built queries for Automation Studio, worked on CloudPages, created data extensions synced with Salesforce and automated campaigns via Journey Builder.
- HMLET: created Marketing Cloud templates, mentored junior resources and trained users.

Technical environment: Marketing Cloud (Email Studio, Mobile Studio / Mobile Connect, Journey Builder, Automation Studio, CloudPages, ExactTarget), Social Studio, Radian6, Salesforce CRM, SAP, AMPScript, SQL, REST API

Salesforce / Pardot Consultant — Snapdeal

03/2015 – 02/2017

Context / Project environment: Marketing automation for one of India's largest e-commerce platforms, working in a small two-person team as Salesforce Administrator.

Assignments & achievements:

- Automated marketing campaigns across Pardot and Salesforce.
- Ran mass email campaigns targeting the seller base.
- Created and automated marketing engagements in Pardot.
- Maintained and administered the Pardot database.

Technical environment: Pardot, Salesforce CRM, marketing automation

Technical Associate — Makepositive Software Solutions, Gurgaon

07/2013 – 02/2015

Context / Project environment: Salesforce development and administration on UK and international client projects, working with distributed teams.

Assignments & achievements:

- Halfords Cycle2Work (UK government Cycle to Work scheme, team of 3 — Developer): customised the CRM, modified Apex classes and Visualforce pages, and worked with UK team members to implement new functionality.
- Halfords: integrated and managed apps including ExactTarget, ClickTools and DocuSign; performed unit and manual testing against test cases; deployed from sandbox to production via change sets.
- AMPLAPS (international student market platform, team of 10 — Developer/Admin): handled SFDC administrative tasks — profiles, roles, users, page layouts and fields.
- AMPLAPS: designed Salesforce reports, workflows and approval processes; created custom objects, formula fields, validation rules and field dependencies; deployed via change sets and Force.com IDE.
- Agileforce (internal agile-methodology Salesforce app, team of 6 — Developer): implemented new functionality and customised the org, wrote Apex and test classes, and created a managed package for production deployment.
- Agileforce: contributed to a dynamic sprint board displaying backlog items by status with drag-and-drop status updates, plus workflow and approval automation for external portal users.

Technical environment: Salesforce CRM, Apex, Visualforce, Triggers, ExactTarget, ClickTools, DocuSign, Change Sets, Force.com IDE, managed packages

6. Education & Certifications

Education

- MCA (Master of Computer Applications) — Indraprastha University, 2012
- BCA (Bachelor of Computer Applications) — Indraprastha University, 2008
- Internship — Online Banking System (C#, ASP.NET), 2012

Salesforce certifications

- Marketing Cloud Consultant
- Marketing Cloud Email Specialist
- Marketing Cloud Administrator
- Pardot Consultant
- Sales Cloud Consultant
- Service Cloud Consultant

- Administrator (ADM 201)