

SAP Marketing

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Company: Techcarrot FZ LLC

Location: dubai

Category: other-general

The job posting is outdated and position may be filled

Job Description

Experienced in SAP Hybris Marketing On-Premise Solution 4 to 5 years of Experience

Integration of Hybris Marketing with SAP ERP, CRM

Possess thorough understanding on the extensibility options of Hybris Marketing for scope items like Segmentation, Recommendations & Campaigns

Experience in extension of scope items listed below-

- Segmentation to enable target group member list-
- Enhancement to the Golden record logic-
- Handling Marketing permissions based on the interactions data as per the customer requirement-
- Creation of custom segmentation models using HANA views with complex mapping and computation.-
- Integration with third party systems- Chatbot, Facebook, Sprinklr & Survey Monkey
- Integration- Handling Marketing permissions based on Marketing Areas- Email and SMS opt out Mechanism based on Marketing Area

Experienced in SAP HANA 4 to 5 years of experience

Expert in creating information models in HANA Studio - Attribute views, Analytic Views and Calculation views

Calculation Views, Procedures, Analytical Privileges, Creation of tables and schemas, Optimization of Data models and reporting

13 or more years of experience in project management in IT and business/industry

5 to 8 years of managing projects and taking leadership responsibilities

3 years of managing teams

Demonstrated experience in leading diverse teams

Bachelor's or master's degree in computer science, information systems, business administration or related field

Certified in Project Management (PMP or Prince)

Preferred to be a scrum master or carries an agile certificate.

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