

ROHIT CHAUHAN

Senior MarTech Solution Architect

Enterprise Customer Platforms | Digital Engagement | Data & CRM | Integration | Salesforce

Melbourne, Australia · +61 416 043 221 · rohitchauhan.martech@gmail.com · rohitchauhan.com.au · linkedin.com/in/rohitchauhan-profile

EXECUTIVE PROFILE

Senior MarTech Solution Architect with 12+ years designing, owning and delivering enterprise customer platforms across digital engagement, customer data, CRM and integration. Deep Salesforce ecosystem expertise spanning Marketing Cloud Engagement, Data Cloud (Data 360) and Salesforce CRM, combined with enterprise architecture across high-level and detailed solution design, integration and data architecture, security, scalability and platform governance.

Holds architecture decision authority on enterprise platforms and leads cross-functional technical delivery through build, testing and deployment. Equally comfortable client-facing — running discovery and requirements workshops, shaping solution options, preparing estimation and SOW, and presenting and defending architecture to executive stakeholders. Retains genuine engineering depth across SQL, AMPscript, SSJS, JavaScript and API-led integration, and applies it when the design requires it.

Solution lifecycle Discovery → Requirements → Solution Options → Architecture → Estimation → Scope & SOW → Technical Proposal → Executive Presentation → Architecture Governance → Delivery

SELECTED IMPACT

- Delivered 10+ enterprise Salesforce Marketing Cloud implementations with a 95–100% on-time go-live rate through agile delivery, risk mitigation and stakeholder alignment.
- Contributed to up to 35% customer engagement uplift and 40% faster campaign delivery through multi-channel engagement strategies across email, SMS, push and web.
- Architected and governed enterprise customer platforms for organisations including Australia Post, NAB, Toyota, Nufarm, Flinders University and Team Global Express.

CORE CAPABILITIES

Architecture & Solution Design — Enterprise MarTech and customer platform architecture · End-to-end solution architecture · High-level and detailed solution design (HLD / LLD) · Integration and data architecture · Architecture patterns · Platform strategy and technology roadmaps · Security, scalability and technical decision-making

Deep Technical Expertise — Hands-on across Salesforce Marketing Cloud Engagement, Data Cloud (Data 360) and the Salesforce Platform · API-led and event-driven integration · SQL, AMPscript, SSJS and JavaScript · Able to move from architecture into build-level detail when the design requires it

Platform & Delivery Leadership — Digital engagement platform ownership · Architecture and design governance · Technical leadership of cross-functional development and QA teams · Build, test and deployment oversight · Stakeholder management · Platform roadmap contribution · Multi-workstream enterprise delivery

Pre-Sales & Solution Consulting — Discovery and requirements workshops · Solution options and technical solution design · Estimation · Scope and SOW preparation · Technical proposals · Architecture walkthroughs · Client and executive presentations · Delivery handover

PROFESSIONAL EXPERIENCE

MarTech Solution Architect

Jun 2026 – Present

Tata Consultancy Services (TCS) | Melbourne, Australia

- Design end-to-end multi-channel customer engagement solutions for a large Australian healthcare client across email, SMS, push and transactional communications.
- Define solution designs across Salesforce Marketing Cloud, Salesforce CRM, customer data and integrations, translating business requirements into scalable journey, data and integration patterns.
- Design and support Custom Journey Activities and associated integration patterns, including JSON payload structures, activity configuration, handler logic and integration patterns for extending Journey Builder capabilities.
- Collaborate with business, CRM, data and engineering teams to define customer journeys, data flows, API contracts, integration requirements and technical solution designs.
- Provide architecture and technical guidance through implementation and delivery, with hands-on depth across Journey Builder, Automation Studio, AMPscript, SQL, JavaScript/JSON and integration components.

Digital Engagement Platform Lead | Senior MarTech Solution Architect

Jul 2025 – May 2026

Australia Post | Richmond, Australia

- Owned the architecture and delivery of the enterprise digital engagement platform, enabling enterprise-wide, high-volume B2C customer communications across email, SMS and push.
- Held architecture decision authority across Salesforce Marketing Cloud, Salesforce Data Cloud and Marketing Cloud Intelligence, governing orchestration, data models, automations, integrations and platform governance.
- Defined enterprise integration and multi-cloud architecture patterns spanning Marketing Cloud, Data Cloud and Salesforce CRM, including consent and preference management aligned to privacy and data governance requirements.
- Led Salesforce Data Cloud initiatives covering data structure alignment, ingestion coordination and activation enablement against governed customer data models.
- Designed secure, high-performance solutions aligned to enterprise IT and security standards, and provided technical leadership across build, testing, deployment and optimisation.
- Partnered with enterprise data teams and business stakeholders to align marketing data with governance standards, access controls and activation requirements.
- Enabled measurement and insight through Marketing Cloud Intelligence and Tableau Next, and contributed to platform roadmap and continuous improvement.

Senior MarTech Solution Architect | Manager, Digital Engagement Platforms

Oct 2023 – Jul 2025

Capgemini Australia | Melbourne, Australia

- Owned solution architecture and delivery governance for enterprise MarTech implementations, ensuring delivery aligned to business objectives.
- Architected scalable engagement platforms across Salesforce Marketing Cloud, Data Cloud, CRM and analytics solutions.
- Led CDP design initiatives including data modelling, identity alignment and the creation of unified customer views for segmentation and analytics.
- Governed cross-functional development and QA teams against enterprise security, performance and quality standards.
- Advised client executives as trusted technical authority — leading solution design discussions and executive presentations, and facilitating architecture sign-offs.
- Supported commercial growth through pre-sales consulting, solution design, technical estimation and SOW preparation.

Associate Manager

Jan 2022 – Oct 2023

Capgemini Australia | Melbourne, Australia

- Led solution architecture and delivery for digital engagement initiatives, managing senior stakeholder relationships and executive communications.
- Governed program delivery and coordinated planning across multi-workstream engagements spanning regions and time zones.
- Managed resources, timelines and budgets, and developed strategic plans aligned to client goals and industry direction.

Lead Consultant

Jan 2020 – Dec 2021

Capgemini Australia | Melbourne, Australia

- Led delivery of marketing automation programs across build, testing, release and operational readiness.
- Managed delivery teams to ensure implementation quality, and facilitated client workshops to identify needs and shape service offerings.

Senior Consultant

Aug 2019 – Jan 2020

Capgemini Australia | Melbourne, Australia

- Led project teams delivering Salesforce Marketing Cloud implementations and integrations, contributing to design reviews and estimations.
- Facilitated requirements workshops and analysed business processes to identify improvement opportunities.

Consultant | Technical Lead

Aug 2018 – Aug 2019

Capgemini India | India

- Led end-to-end Salesforce Marketing Cloud implementations and Journey Builder automation as technical lead.
- Designed and built transactional email programs using HTML, CSS and AMPscript.
- Integrated Marketing Cloud with Salesforce CRM and external web applications via connectors and REST/SOAP APIs.
- Key contributor to the Toyota Supra, RAV4 and GR Yaris launch campaigns.

EARLIER CAREER

Progression from technical support and engineering into Salesforce Marketing Cloud specialisation and technical leadership.

Senior Software Engineer — PFSweb Inc / LiveArea, Bengaluru, India Jan 2018 – Aug 2018 · Marketing Cloud delivery across email automation and CRM integration patterns for global retail and beauty brands including Pandora and L'Oréal; mentored junior engineers on standards and best practice.

SME, Salesforce Marketing Cloud — Cognizant, Pune, India Sep 2017 – Dec 2017 · Resolved Marketing Cloud send errors, configured domain setups, and led knowledge-sharing and onboarding.

Lead Technical Consultant, SFMC Support — Salesforce / PI Softek, India Dec 2015 – Sep 2017 · Application support and best-practice guidance for Salesforce Marketing Cloud.

Technical Support Associate — Convergys, Gurugram, India Jan 2014 – Dec 2015 · Technical support, diagnostics and issue resolution.

SELECTED ENTERPRISE EXPERIENCE

Australia Post (in-house) · NAB · Toyota · Nufarm · Team Global Express · Flinders University (Capgemini) · Pandora · L'Oréal (PFSweb / LiveArea). Industries span postal and logistics, banking, automotive, agriculture, higher education, healthcare, retail and beauty.

TECHNICAL SKILLS

Customer Engagement — Salesforce Marketing Cloud Engagement (Journey Builder, Automation Studio, Email Studio, CloudPages, Mobile Studio, Contact Builder) · Transactional and triggered messaging · Braze

Customer Data & CDP — Salesforce Data Cloud / Data 360 · Data modelling (DMOs and relationships) · Identity resolution · Segmentation · Calculated insights · Activation · Consent and preference management

CRM & Salesforce Platform — Salesforce Sales Cloud · Service Cloud · Salesforce Platform · Flow · Apex · SOQL · Customer 360 patterns

Integration & Data Platforms — REST and SOAP APIs · Enterprise integration and middleware patterns · API and event-driven patterns · Databricks · SFMC-CRM-enterprise data platform integration

Analytics — Marketing Cloud Intelligence (Datorama) · Tableau Next

Engineering — SQL · AMPscript · SSJS · JavaScript · HTML · CSS

Delivery & Governance — Agile / Scrum · Jira · Confluence · Architecture governance · Workshop facilitation

Emerging — Salesforce Marketing Cloud Next · Salesforce Agentforce · Generative AI applied to customer engagement (developing capability)

CERTIFICATIONS

Salesforce Certified — Data Cloud Consultant · Marketing Cloud Engagement Developer · Marketing Cloud Engagement Consultant · Marketing Cloud Engagement Administrator · Marketing Cloud Email Specialist · Marketing Cloud Engagement Foundations · Platform Administrator · Platform Foundations · AI Associate

Braze — Braze Certified Practitioner

EDUCATION

Post Graduate Program in Management — IMT Ghaziabad, India · 2022

Bachelor of Technology, Information Technology — UPTU, India · 2014