# Personal Details

**Atilla Ustun**

**Richardson, Texas**

# Summary Skills

Sr. Consultant responsible for the project management, team lead, design, development, implementation, administration, and operational support of customer relationship management (CRM) solutions utilizing Microsoft’s .NET framework or the Salesforce.com platform. Responsibilities include, but are not limited to, analyzing business requirements, work with clients to clarify requirements and provide optimal solutions, design and implement the agreed upon solutions (coding, data analysis, database modeling, build databases, tables, stored procedures, SSIS packages, develop ETL processes, develop reports, unit test applications, assist users with user acceptance testing, implement applications into production environment and create documentation for each solution).

### Employment History

**PROFESSIONAL EXPERIENCE**

**9/2012 - PRESENT**

**TOKARA SOLUTIONS**

**SR. CRM/SalesForce Consultant**

**Key Client Engagements:**

* Designed and developed a Salesforce Lightning interface solution that replaced the use of legacy CRM implementations (MS Dynamics and Salesforce Classic). Data Migration utilizing Data Loader. Development of new lightning pages, Process Automation with Process Builder, Workflow Rules, Apex Triggers, Visualforce pages.
* Data Migration from the client’s Legacy CRM system to Salesforce CRM.
* Provided CRM customization and configuration support, best-approach implementation, implemented new custom Workflow Rules using Salesforce.com;
* Provided Salesforce Project Management and support for the existing Salesforce CRM enhancement projects.
* Data Integration, CRM customization, development and support for the client’s CRM implementation.
* Design, develop and implementation of various new CRM functionalities such as: Membership Relationship Review, Sales Referral Mechanism, ATM Administration, ATM Service Requests, Service Request Notifications, CTI (Computer Telephony Integration).
* Development and implementation of Customer Service and Support functionalities. (New Service Ticket generation functionality from Incoming e-mail, phone calls and chat sessions. New Service Ticket Distribution functionality from Incoming Case Queue, New Delegating functionality).
* Provided CRM design, development, data migration and support services related to the client’s Customer Service and Support implementations.
* Develop, enhancement and implementation of various new and existing CRM functionalities specific to the client’s business needs.
* Provided design and development support for the client’s multiple CRM implementations, including data migration, data integration, web service development, CRM enhancements for mobility, office and retail support, automation email distribution.

**3/2010 – 9/2012**

**FIRST AMERICAN TITLE INSURANCE**

**SR. DEVELOPER/ANALYST**

* As a Sr. Application Developer/ Analyst, responsible for the design, development, administration, and operation support of First American’s customer relationship management (CRM) implementations and related databases, SSIS integration packages utilizing Microsoft’s .NET framework. In this capacity, I also oversee and lead the offshore CRM developer team.

**11/2004 – 9/2009**

**CDC Software**

**APPLICATION ANALYST**

* As an application analyst, I provided consulting services during the analysis, design, development and implementation phases of the projects.
* Responsibilities included gathering and analyzing client requirements and developing optimal solutions to those requirements and finally implementation and client support.
* Financial Services Industry Experience with solutions provided for companies like Principal Financial Group, Wellington Management Company, Stifel Nicolaus, Jefferies & Company Inc., Agility, Julius Baer Investment Management, Ziegler, Toronto Dominion Bank.
* Healthcare Industry Experience with solutions provided for companies like Elder Health, Optima Health Plans, Blue Cross Blue Shield of Michigan and Health Partners: Designed and developed Group Management, Quote, Action Plan, Coverage Agreement enhancements and various user interfaces for electronic data capture.
* Homebuilders Industry Experience with solutions provided for companies like Irvine Company, The Olson Company, Mercedes Homes, Newland Communities and WCI Communities Inc

**7/2001-11/2004**

**COUNTERFORCE USA**

**APPLICATION ANALYST/PROJECT MG**

* Lead Developer and Project Manager for an in-house CRM application development with Customer, Dealer Management and Report Scheduler modules utilizing VB6, MS SQL 2000, T-SQL, Stored Procedures, Triggers and Crystal Reports.
* Management of external resources for various enhancement projects
* Provided CHUBB Australia, Counterforce’s parent company with PeopleSoft customization support.
* Implemented the Data Migration and Integration of MS Great Plains to the in-house Customer Relationship Management application utilizing SQL Server 2000, DTS, Stored Procedures, T-SQL, VB6.0 code.

**2/200-7/2001**

**A-LINK USA**

**APPLICATION DEVELOPER**

* Gathering and analyzing user information, design, development of user interface, databases, and reporting**.**

# Education

## University of Houston/Houston, TX – MBA (MIS) 2001

## istanbul University/Istanbul, Turkey – Mechanical Engineering 1997

# Certifications

* Custom Software Development (C#, VB.NET, VB6, ASP.NET, People Code, VBScript, PL/SQL, T-SQL, XML, Web Services, DTS, SSIS)
* Database Design Oracle and MS SQL Server
* Salesforce.com Administrator
* Sales Cloud and Service Cloud
* Salesforce Certified Platform AP builder, Developer in progress

# References

Available upon request