S I T A   K U N Z

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FUNCTIONAL CONSULTANT

Versatile Result Oriented Salesforce CRM Professional with Strong expertise in project management, business analysis, quality management exposure across multiple markets with strong domain knowledge giving an output of 11+m$. Identified multiple methodologies to automate the client's business needs through customizing the platform, integrating tools, workflow, process builder, assignment rules and creating meaningful decision-making reports and dashboards increased revenue of 5+ m$.

EXPERIENCE SUMMARY
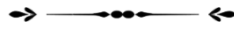
❖ *Expertise in managing / implementing multiple salesforce deployments and a team player to make things happen for our esteemed customer. Designed and articulated customer strategic business requirement with my acquired 12+ years of techno-functional expertise and handle $8.6m yearly revenue in Asia Market.*

❖ *Managed Salesforce clients and users; gathering the necessary business requirements to successfully strategize and plan each project, and implement those plans to the need of clients.*

❖ *Worked closely with Senior Account Managers to present cloud computing, web security and new cloud threat technologies and won many accolades with High deal closures.*

❖ *Conducted Design workshops/small group with various stakeholders from business and sales teams for gathering requirements and successfully plan, estimate resources and execute the project successfully.*

❖ *Assisted customers with clean data for pre-implementation within Salesforce as preventive measures with data quality and data integrity moving forward with Salesforce.*

❖ *Train the trainer and Knowledge sharing to Internal and External customers by keeping up-to-date on salesforce latest trends, developments and best practices.*

❖ *Created and updated users, reports and dashboards to track pipeline/stages for management visibility, while integrating Apex (applications) to Salesforce accounts such as Conga Merge and Outlook.*

❖ *Demonstrated out of the box Salesforce capabilities and proposed business process changes to take full advantage of Salesforce capabilities to achieve the field sales order.*

SKILL SUMMARY

- Salesforce Administrator
- Lead Management
- Reports and Dashboard
- Presentation
- Sales Cloud

- Service Cloud
- Vendor Management
- Salesforce Data Migration
- Salesforce Email specialist
- Presales / Social Marketing

- Configuration and setup
- Salesforce Org creation
- Trainer the trainer
- Data Management
- Contracts Management

PROFESSIONAL EXPERIENCE

Functional Consultant at IP Converge and Data Inc. Philippines   *May 2018 » till date*

PRIMARY RESPONSIBILITIES:

- ❖ *Proficient in transforming business strategy into Salesforce technical design and strategy and have Implemented a successful end-to-end Sales Process in Sales Cloud starting from Campaigns, Lead Conversion, Opportunity Management (Price Books, Products, Schedules, Quotes, Quotas and Forecasting).*

- ❖ *Proven expertise in due diligence phase documentation, Software Requirement Analysis/ documentation, Design, co-ordinate with Development Team, Testing (UT, SIT, UAT), Implementation and Release Management for 50+ Salesforce Clients*

- ❖ *Drive Teams for Preparation / maintenance of project artefacts and knowledge documents from detailed design documents, data flow diagrams, run book, drive user adoption from inception till go live and post go-live*

- ❖ *Responsible for making changes in Production using Change Sets to deploy the customizations achieved in Sandbox and have Hands-on experience in Identifying any functional gaps and code bottlenecks on enhancements and closely co-ordinate and drive Development team to resolution faster for customer delight.*

- ❖ *Created the ideal relationships of Standard and Custom Objects in order to achieve the requirements gathered during Client meetings.*

- ❖ *Determine changes made in the Organization through the use of auditing and monitoring tools such as Debug Log, and Setup Audit Trail and have Full understanding of Case Management functionalities such as Case Assignment, Case Escalation, Case Resolution, Case Disposition, Live Agent, and Entitlements. Including Service Cloud functionalities such as Service Console, Knowledge Management, and Interaction Channels.*

- ❖ *Lead the team on UAT, EUT and training sessions for the clients during the Validation Phase. Provided Support for client after Deployment Phase.*

- ❖ *Create the Test scripts with Positive and Negative Test Scenarios to test the functional Requirements and pass through the deployment into the Production.*

- ❖ *Manual Creation for the Admin and End User to support the basic trouble shooting.*

PreSales Functional Consultant at 3P, Philippines   *Oct 2017 » Dec 2017*
PRIMARY RESPONSIBILITIES:

❖ *Handled both segments Large > 1000 and <1000 Small employee Organizations to Optimize their use of Salesforce.*

❖ *By understanding unique business requirements of clients created solution specific demo-org took full   advantage of Salesforce capabilities.*

❖ *Gathered requirements and prepared requirement documents and technical design documents to meet the business rules.*

❖ *Prepared High-Level design and technical design documents with gap analysis of requirements with upstream and downstream teams to ensure accuracy in designs.*

❖ *Worked on fitment analysis for categorization of all requirements according to complexity and implementation feasibility in Salesforce platform.*

❖ *Configured the Clients Specification and Requirements in the Salesforce platform.*

❖ *Provided Advice to clients on 3rd Party AppExchange Tools and created Validation Rules, workflow rules, time triggered tasks, email alerts, filed updates to implement business logic.*

VOLUNTARIED RESPONSIBILITIES:

❖ *Volunteer myself to sign a contract with a Third-Party vendor (RESCO) to bundle the solution on top of Salesforce for Offline field sales/service.*

❖ *Supported the Implementation on security and sharing rules at object, field, and record level and created roles for Support agents and managers. Created various profiles and configured permissions for the business users according to the organizational hierarchy.*

❖ *Collaboratory worked with Quality and Process Team to enhance Presales process with industry standard along best practices and formulated to build demo specific Org for presales team which later become the base to present any solution to our customers on the fly. Also created cloud-based salesforce login for trial version for the prospects to play with the solution to understand the user-friendly aspect of salesforce.*

Business Consultant at BCT, India   *Aug 2013 » July'17*
RESPONSIBILITIES:

❖ *I was part of Bhawan Cybertek sales cloud Implementation team and admin for over 92 users globally.*

❖ *We saved 20 man-days by data loader feature, where we uploaded 10000+ datasets from our Legacy application.*

❖ *We customised Salesforce to our match our strategic Business Process and also changed many interfaces to user friendly for teams.*

❖ *Weekly Reports along with Dashboard was automated for the Geographies like US, EMEA, APAC and India. These Reports were key for arriving Strategical decision by our Top Management.*

- ❖ *New User Creation and access to the different modules*

- ❖ *PARDOT Marketing Automation tool for website visitors Tracking, Real time sales alert, Newsletters to Partners, Prospects and Customers, Closed- Loop Reporting, Progressive profiling.*

- ❖ *Chatter Group feeds, sharing of content, presentation, polls for internal and External customers,*

- ❖ *Build B2B process using Sales Cloud for our clients and have got accolades for faster turn-arounds.*

- ❖ *Apart from regular role, also created High energy self-motivated team who likes to be creative and think outside of the box using Salesforce Tools*

- ❖ *In whole, I am accustomed to working in fast-paced environments with the ability to think quickly and successfully even with difficult Partners.*

Team Lead @ RAMCO Systems Ltd, India   *June'06 » July'13*
RESPONSIBILITIES:

- ❖ *Created team from scratch and Lead a 20+ member team in restyling software (Ramco Cloud ERP website), resulting in more current online presence from the Prospects.*

- ❖ *Identified key Business Verticals/Industry trends to enable my team to create Content (Videos, Weekly Mailers) for Corporate Website.*

- ❖ *Involved in Aligning solutions to integrators with "go to market strategy" with end to end partner training and collaterals*

- ❖ *Asked to speak at the March 2011 on OnDemand Commerce on Industry Trend Usage: A Critical Supply Ramco OnDemand Product Cloud Computing.*

- ❖ *Secured Current accounts and Clients.*

ADDITIONAL RESPONSIBILITIES:

- ❖ *Plan, Recruit, Train, Delegate tasks, assist, monitor and manage marketing executives for demand generation through various campaigns (Mailers, Google campaigns, Cold Calls etc) and events.*

- ❖ *Have managed and monitored Projects (Full cycle) multiple campaign performance.*

- ❖ *Planned and initiated Google Search Engine optimisation for our hottest cloud computing OnDemand ERP product, which brought in huge revenue for 2nd and 3rd Qtr.*

- ❖ *Setting up individual and team targets to meet business targets and Objectives*

- ❖ *Regular follow-ups with the regional sales managers for lead status and feedback and cross check with the client on the same.*

- ❖ *Close coordination with outsourced vendors for lead generation activities (lead the training team to meet our requirements, analysing their call reports etc)*

- ❖ *Obtain competition information and Maintain MIS of Marketing and Sales*

- ❖ *Planned and have implemented many result driven campaigns with 40%+ ROI*

- ❖ *Ensure that there are continuous improvements / developments in the process as required.*

❖ *Studying, analysing, presenting and reporting the team performance to the senior management.*

❖ *Documenting and updating demand generation processes.*

❖ *Conduct Interactive Systematic Team Review meets to close critical action item on regular follow-up.*

Voluntary Responsibilities:

❖ *Have willingly involved in Boosting the Sale of our existing CRM by providing innovative Functional and Technical feature for enhancements.*

❖ *voluntarily involved in innovative PPT presentation on the process and business flow of the Marketing structure to the team*

❖ *When there was critical requirement for closing an order and for organising an event outside Chennai, I have travelled to help my management.*

❖ *Initiated, planned and conducted SME Campaign at Ambattur and we were able to sign contract with three major clients*

ACADEMIC QUALIFICATION

❖ *MBA   Banking and Finance Alagappa University 2010*
❖ *B.Sc   Chemistry Women's Christian College 2000*

CREDENTIALS and CERTIFICATIONS

❖ *Salesforce Admin 201 Certificate No 17271235*
❖ *Salesforce SalesCloud Certificate No 19054943*
❖ *Marketing Cloud Email Specialist*
❖ *Ramco ERP Oncloud Product Demo*

AWARDS and RECOGNITIONS

❖ *Best Customer Relationship Award – 2012*
❖ *Highest Sales Award – 2006*
❖ *Performance Award - 2010*

SOFTWARE and TOOLS SKILLS

❖ *Operating System : Windows & Office*
❖ *Technical : Oracle SQL / PL SQL*
❖ *HTML 5 and Photoshop CS6*
❖ *Microsoft Tools (Visio / Project)*
❖ *Triple Threat Manager*
❖ *IIBA , PMI , QA*

PERSONAL DETAILS

❖ *Date of Birth   : 01-01-1978*

❖ *Nationality   : Indian*

❖ *Philippines Visa   : 9G visa valid till 2021*

❖ *Permanent Address   : The Linear Condonium, Makati City, Philippines and*

Kanagam, Taramani, Chennai, India