SITA KUNZ

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FUNCTIONAL CONSULTANT

Result Oriented Experienced Professional with Strong expertise in Salesforce CRM as Consultant/Administrator across different domains giving an output of 10M$. Identified new methodologies to automate the client's business needs through customizing the platform, integrating tools, workflow, process builder, assignment rules and creating meaningful decision-making reports and dashboards increased revenue of 30 M$.
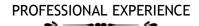
EXPERIENCE SUMMARY

- ❖ Designed and articulated customer strategic business requirement along with salesforce best practice and won an opportunity for $26.6M in the Philippine Market.

- ❖ Managed Salesforce clients and users; gathering the necessary account 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 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
- ➢ Presales
- ➢ Business Solutioning
- ➢ Email Campaign
- ➢ Social Marketing

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

PRESALES FUNCTIONAL CONSULTANT AT 3P, PHILIPPINES   Oct 2017 » TILL DATE

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

- CRM : Salesforce Admin201
- Ramco ERP Oncloud Product Demo

- HubSpot Certifications
- Inbound Sales Certification
- Email Marketing
- Sales Certification
- Salesforce Certificate No 17271235

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)

PERSONAL DETAILS

- Date of Birth   : 01-01-1978
- Nationality   : Indian
- Visa   : EO 226
- Permanent Address   : #2414 The Linear Tower One Building, Filinvest, Mayapis St, St. San Antonio Village, Makati City, Zip 1203