

S I T A K U N Z

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SALESFORCE SPECIALIST



Experienced salesforce professional with strong Sales & Marketing skill. Identified New opportunities for our marketing and sales Team through enhancements, integration of new tools, new workflow processes, and creating meaningful decision making reports and dashboards for Top Management.

SALESFORCE EXPERIENCE SUMMARY



- ❖ Train the trainer on salesforce.com for our Sales and Marketing Teams across globally.
- ❖ Create meaningful reports and dashboards for each geography within service lines based on necessary analytics.
- ❖ Continuous auditing for data quality and training for users which lead to 100% marketing data usage across geographies since November 2016
- ❖ Provide training for new users and updates per new releases/capabilities.
- ❖ Developed and execute multiple Marketing reports vide PARDOT which have resulted in 2 new clients for our India region
- ❖ Keep up-to-date on salesforce technology trends, developments & best practices

SKILL SUMMARY



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|-------------------------|---------------------------|---------------------------|
| ➤ Sales Cloud | ➤ Third Party Integration | ➤ User Management |
| ➤ Lead Management | ➤ Sales Force Admin 201 | ➤ Executive Presentations |
| ➤ Reports and Dashboard | ➤ PARDOT Marketing | ➤ Trainer the trainer |
| ➤ User Interface Design | ➤ Email Campaign | ➤ User Customization |

PROFESSIONAL EXPERIENCE



INSIDE SALES - TEAM MANAGER AT BCT, CHENNAI

Aug 2013 » TILL DATE

RESPONSIBILITIES:

- I was part of Bhawan Cybertek sales cloud Implementation team and have admin for over 92 users globally
- We saved 20 man-days by data loader feature, where we uploaded 1000+ datasets from our Legacy application.
- We customised Salesforce to our match our strategic Business Process and also changed many interface to user friendly for teams.
- Weekly Reports along with Dashboard was automated for the Geographies like US, EMEA, APAC & 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 to send Email Mailer, Create Industry Specific campaigns, Newsletters to Partners, Prospects and Customers.
- Chatter Group feeds, sharing of content, presentation, polls for internal & 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, CHENNAI

JUN 2006 » AUG 2013

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 & 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 & 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 & Finance Alagappa University 2010
- ❖ B.Sc Chemistry Women's Christian College 2000
- Salesforce [Certificate](#) No [17271235](#)

CREDENTIALS & CERTIFICATIONS



- ❖ Ramco ERP Oncloud Product Demo
- ❖ Ramco EDK & PDK Training
- ❖ HubSpot Certifications
 - ❖ Inbound Marketing
 - ❖ Email Marketing
 - ❖ Sales

AWARDS & RECOGNITIONS



- ❖ Best Customer Relationship Award - 2002
- ❖ Highest Sales Award - 2003.
- ❖ Performance Award - 2010

SOFTWARE & TOOLS SKILLS



- ❖ Operating System : Windows & Office
- ❖ Technical : Oracle SQL / PL SQL
- ❖ CRM : Salesforce Admin201

PERSONAL DETAILS



- ❖ Date of Birth : 01-01-1978
- ❖ Nationality : Indian
- ❖ Permanent Address : #58, Pillayar Koil st, Kanagam,Taramani, Chennai 600113 India