

SALESFORCE
CERTIFIED

Marketing Cloud
Consultant

SALESFORCE
CERTIFIED

Marketing Cloud
Email Specialist

SALESFORCE
CERTIFIED

Sales Cloud
Consultant

SALESFORCE
CERTIFIED

Service Cloud
Consultant

SALESFORCE
CERTIFIED

Pardot Specialist

SALESFORCE
CERTIFIED

Administrator

Sita Kunz

PROGRAM MANAGER

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PROFESSIONAL SYNOPSIS

Pro-active, Aggressive and result oriented Salesforce Certified Program lead with 16+ Years of IT Experience in Project Management and have led Multiple teams from ideation to implementation of successful IT Projects that aligns Business and IT objectives to deliver Customer Centric results. I have extended experience in managing multi cultured /location global Projects in CRM/ERP (Salesforce, Ramco OnDemand) for large scale Enterprise Organization.

VALUE OFFERING

- ❖ 16+ Years of experience in **Implementing and Delivering Projects and Applications** using Waterfall and Agile Methodology.
- ❖ **Customer and People Centric Leader** and helped our Business to grow in their revenue & capabilities by being an integral part of their performance growth plan and achieved constant revenue growth with minimal attrition.
- ❖ **Chosen by Leadership team to turn** around underperforming projects to customer delights
- ❖ Unique talent of **Building and growing multi-Cultured High-Performance Salesforce Team**. I was able to use my exceptional interpersonal skills to mentor, educate, embrace/drive change and deliver continuous value to multiple customers.

- ❖ Initiated multiple **Salesforce Programs** from Business case due diligence to requirement gathering to GO-LIVE with my triage mantra of quality, budget and timeline and this enable us to receive the highest customer satisfaction average score (CSS) of 9.5 for two consecutive quarters.
- ❖ I was the SPOC between the customer stakeholders and our internal leadership and cross teams, my core strengths were to resolve and streamline issues and demand for excellence from our vendor teams and this ensured Implementation of solutions within Time and Cost.
- ❖ Lead Multiple Functional/Technical Salesforce implementations and have strong expertise on remediating enterprise integration issues with customers internal and external systems.
- ❖ Conducted Design thinking workshops in small group with key stakeholders from customers to internal teams and this usually mitigated requirement gaps and set the path for successful plan, resource estimation and smooth delivery with customer delight.

SKILL SUMMARY



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|-----------------------------------|---------------------------------|--------------------------------|
| ➤ Agile & Waterfall Methodologies | ➤ Stakeholder Management | ➤ Risk, Issue & Dependencies |
| ➤ Deployment & Customer Success | ➤ SMART Project Mgt | ➤ Problem-Solving & Resolution |
| ➤ Conflict Management | ➤ Requirements Gathering | ➤ Cost/Benefit Analysis |
| ➤ Scrum Master | ➤ Presales & Solutioning | ➤ Business Agility Management |
| ➤ Transition Management | ➤ Estimation Technic & Analysis | ➤ DevOps Methodology |

PROFESSIONAL EXPERIENCE



Senior Consultant
Capgemini Corporation

Sep 2021 » Till Date

- ❖ Managed the Production Support for the CRM built with Salesforce Marketing and Sales Cloud spanning across 5000 + distribution users for a Global Insurance carrier with Multicultural/multi located team size of 10+ delivering through Agile DevOps Methodology.

- ❖ Mentored Salesforce developers on the development plan, providing optimal and innovative solution and developing high quality codes and efforts towards the user story for each releases/sprint.
- ❖ One of the key achievements is around finding out vulnerabilities on the Custom developed Salesforce Application and worked to remediate these High Risk in alignment with the developers and salesforce support on the Production Environment
- ❖ Planned and presented to the cab approvers the changes in the code for each release in the Production and were able to deploy 6 sprint cycles in a period of 3 months will null defects/bugs.
- ❖ Going through the Test plan and test results for each development, so that we reduce post deployment findings.
- ❖ Create the Technical and Functional document after the development for all the user story and unit test document for each release.
- ❖ Managed the Program Management and Architecture team for a \$1.02B Philippine Bank for an outsourcing engagement for building API Factory. Provided project management, Stakeholder Review presentation for the spend towards the funded Enterprise API, API Testing Strategy and Approach, Risk and Mitigation for the API factory and the Governance Model for the Demand/Backlog Management.
- ❖ Developed, implemented, and managed comprehensive project plan and insured completion of milestones within the triple constraints of time, cost and scope for 15+ critical application.
- ❖ Managed project issue log and risk plan with increased focus on cost, schedule, scope, business and technical risk.

Key Achievements



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| <ul style="list-style-type: none"> ❖ Mentored the Scrum Team by bringing in the Scrum Framework for User Stories, Code Review and Test Scenario's. |
| <ul style="list-style-type: none"> ❖ Finding of highly vulnerable risk on the custom developed salesforce application and Remediating those risks with the Developed team and Salesforce support. |



- ❖ Created and Developed CRM Project Strategy from scratch and defined Scope, approach and timeframe through project charters, work plans and other standard project management tools. Secured up to \$1.6 M savings across three programs.
- ❖ Successfully implemented the Discover Rewards program, on a quarterly basis, working with cross-functional teams, by creating and maintaining detailed project descriptions, functional specifications, schedules and timelines, status reports and reporting documentation.
- ❖ Planned and Managed Multiple Critical Project from Concepts to Go-Live/BAU using Agile and Waterfall methodologies and received numerous accolades from customers for executing within Budget and Timeline.
- ❖ Effectively communicated between technical, operational and strategy teams. Created many data extension to accommodate custom scenarios. Configured and designed journeys using journey builder.
- ❖ Automated the import, extract and query activity using Automation Studio. Used Dynamic content for subject lines.
- ❖ Highly knowledgeable in automation tools like Process Builder and flow builder and configured and tested all the Use Case scenarios have given multiple power packed demo in salesforce forums for Marketing, Sales and Service Cloud platforms.
- ❖ Design the end-to-end requirements mapping and drive the solution architectures for which lead to the sign off and finalizing the blue print.
- ❖ Conduct deep dive workshop for requirements gathering session and come up with the Functional and Technical Design documentation.
- ❖ Conduct Sprint Daily Stand-up meetings with the team and come up with Sprint planning, User Stories, Sprint Reviews for each project.
- ❖ Conducted User Acceptance Testing - UAT and collaborated with my SCRUM team to complete the Testing / QA process and release configuration for implementation into Salesforce; currently we are the single point of contact for Production issues, further enhancements and continuous improvements.
- ❖ My team assist in running weekly Salesforce Adoption Reports and preparing presentations for the C-Level executive staff. We are Part of a Core team which drives Customer success and Salesforce Monitoring, Utilization and Optimization.
- ❖ Managed multiple project plans including dependencies and contingencies effectively. Spear-headed communication across stakeholders, requirements, development (internal/vendor), Testing and UAT Team

Key Achievements



❖ One of the first employee to be certified in Marketing Cloud in the Organization
❖ Designed the Architecture diagram during the blue printing Phase and this helped in integration to their backend system in the upcoming sprints and helped the client to have visibility of their entire transaction in the Salesforce Cloud.
❖ Managed the vendor timesheet and tracked based on the project activity and helped the organization to save around 1M Pesos.
❖ Managed training of the internal team through Salesforce enabled session so the team can scale=up on Salesforce Development Skills



Presales Functional Consultant
Third Pillar Philippines

Oct'17 » Dec'17


- ❖ 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.
- ❖ 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.
- ❖ Collaboratory worked with Quality and Process Team to enhance Pre-sales 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
BAHWANCYBERTEK

Aug 2013 » July 2017

- ❖ 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 customized 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.

 Team Lead
RAMCO SYSTEMS

June 2006 » July 2013

- ❖ 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 by Planning, 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 optimization for our hottest cloud computing OnDemand ERP product, which brought in huge revenue for 2nd and 3rd Qtr of 2012.
- ❖ 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.

AWARDS and RECOGNITIONS



- ❖ Best Customer Relationship Award – 2012
- ❖ Highest Sales Award – 2006
- ❖ Performance Award – 2010
- ❖ Best Employee Reward - 2011

SOFTWARE and TOOLS SKILLS



- ❖ Operating System: Windows & Office
- ❖ Technical: Oracle SQL
- ❖ Microsoft Tools (Visio / Project)
- ❖ HTML 5 & Adobe Photoshop

SFDC Certifications



SFDC CERTIFICATION NAME	ID	CERTIFIED ON	SFDC CERTIFICATION NAME	SFDC CERTIFICATION NAME	CERTIFIED ON
Pardot Specialist	22024769	April 6, 2021	Service Cloud	20348779	August 14, 2019
Marketing Cloud	21418416	August 10, 2020	MC Email Specialist	19859327	February 26, 2019
Sales Cloud	19054943	August 24, 2018	Salesforce Administrator	17271235	May 29, 2017

ACADEMIC QUALIFICATION



- ❖ MBA Banking & Finance Alagappa University
- ❖ B.Sc Chemistry Women's Christian College

PERSONAL DETAILS



- ❖ Date of Birth : 01-01-1978
- ❖ H4 VISA : United States
- ❖ Nationality : Indian
- ❖ Address : Chicago, IL -60632

