Savvy Mehta

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Education

Duke University, NC, 2011
Fuqua School of Business
Master of Management Studies

IP University (Delhi), 2009
BBA (Major Finance)

Salesforce Academy - 2020
Platform Developer 1 Bootcamp

Salesforce Certification

✓ Administrator (ADM 201)
✓ Advanced Administrator
✓ Cert, Sales Cloud (CRT 451)
✓ Cert. App Builder (CRT 402)

Salesforce Skills

- Trailhead Badges (90+)
- Super Badges (4)
- Lightning Experience
- Business process
- System & Network configuration
- Data validation
- System administration
- Data Migration
- Process Builder
- Workflows
- Apex Triggers
- User Interface
- Access Controls
- Reports and Dashboards
- Data Loader

Databases

- MS SQL Studio,
- MS Access, Azure
- Snowflakes

Business Skills

- Tableau
- Power Query,
- Power Pivot, Power BI
- SPSS,
- JIRA/Confluence
- Pricing Analysis
- Campaign Management
- Financial Analysis
- SCRUM
- Lean Reporting
- Regression Analysis
- Data Modeling

EXPERIENCE

Salesforce Analyst (Part Time) | Emerio Inc - Dallas, TX | 05/20 - Current
Custom Objects | Integration | Reports & Dashboards | Automation | Apps | Apex Triggers

- Create custom objects, extern object relationships, standard and custom fields. Customize reporting and dashboards for various teams; provide reports and report training
- Setup Triggers and scheduled Flows to maintain data quality, perform testing and manage release
- Implement Indirect lookup relationships and used SOQL to provide realtime data access from ERP system, for Order Management, Inventory Tracking and Asset management
- Create new Lighting Chat Component, configure Account Records , Types, Fields and Layouts

Sr Data Analyst - At Home, Plano, TX | 01/20 - 04/20 | **(Impacted by Covid-19)**
Data Integration | SFDC | Tableau | SQL | E-commerce | Sales & Marketing Analytics | CRM

- Managed data cleansing and migration used Data Loader to insert disparate data to build e-commerce forecasting & operations dashboards and views for Exec. leadership
- Provided comprehensive view into e-commerce sales using Snowflakes, Azure and Salesforce connectors, and modeled data for A/B test for GTM projects, delivering 7% sales lift
- Improved performance metric utilizing SQL & SFDC Data Manager s to (ETL) data from relational databases to analyze marketing efforts with a focus on 360 Customer view
- Collaborated with IT/Devs to set up Einstein Analytics, developed Operations KPI reports and dashboards with break down Sales/CRM trend across stores and digital platforms

Sr Acquisitions Analyst - TXU Energy, Dallas, TX | 10/17 - 7/18
Campaign Management | Sales Operations | KPI Reporting | Data Analysis | Pricing | CPQ

- Setup and manage salesforce.com campaigns, developed operations plan and related reporting, helping deliver 6% online sales growth over 3 Quarters
- Collaborated with IT and developed Territory forecasting model, that improved sales forecasting efficiency by 23%, utilizing rollup summary fields and bucketing report for insights
- Evaluated campaign ROI and CRM metrics to help improve digital campaign influence
- Identifying and deleting or merging duplicate records, cleansing and updating inaccurate data
- Delivered 3% above target margin, developed Channel and Product Mix strategy, using trailing Campaign Data to identify and recommend customer acquisition and up-sell opportunities

Sales Operations Specialist - Direct Energy, Columbia, MD | 07/15 - 10/17
CPQ | Salesforce Admin | Reporting | Analytics | RFP | System Integration | Growth Strategy

- Designed and implemented a project that improved process efficiency by 23% through identifying bottlenecks and redundancies in approval processes
- Salesforce SME, responsible for training & troubleshooting for 30+ users; proactively led process improvements and platform integrations to improve adoption and user efficiency
- Enhanced Territory design and sales process, improving conversion rate by 13%, with Salesforce Org Connects (Instances) resulting in better customer communication and coverage
- Managed custom object changes and release for CPQ (Products and Price Books) updates.
- Led projects to improved contracts management implementing multiple Quotes and Record Types
- Owned analysis of sales trends and performance to identify bottlenecks and inconsistencies throughout the entire sales process and develop solutions

Spend Data Manager - Power Advocate (Verisk); Boston | 07/13 - 01/15
ETL | Reporting | Analytics | Data Deep Dives | Consulting | Procurement

- Transformed raw data into actionable reports, provided deep dives and trend analysis used SQL for automating rule assignment and delivered 3% — 6% savings in YoY procurement cost
- Supported SCRUM process for recurring project deliverables, led team planning and sprint cycles
- Responsible for platform training, supported other business functions with sourcing strategy projects and Business Development with cross-selling solution

Commercial Analyst - Rio Tinto - Perth, Australia | 7/11 - 06/13
Project Controls | Budgets | Analytics | Contract Management | Auditing | Project Management

- Prepared cashflow reports, managed SOW and contact changes, delivered budget and forecast plans. Identified bottlenecks across $6B CAPEX project works and resource management
- Supported RFPs, scheduling and critical path tracking for civil projects $50M+