Ruthvik Mugala (Vik)

MBA | Data-driven | Cross-functional | Entrepreneurial spirit

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Milpitas, CA

SALESFORCE CERTIFIED

Administrator

Summary

- 6 years of experience as Business Analyst/Administrator in Salesforce.com
- Experienced in business analysis, requirements gathering, conducting workshops and brainstorming sessions, documenting and writing use cases
- Proficient in Salesforce administration for marketing, sales, customer service and support teams
- Experienced in working across various SFDC configurations covering Sales cloud, Service Cloud
- Knowledgeable in email automation platforms such as Marketo, Pardot, Mailchimp
- Experienced across sales operations, marketing management and brand management teams

Skills

Salesforce Administration: Data Security & Access, Reports & Dashboards, Lightning Platform, Data Management, Integration, Field Service Lightning, Workflow and Process Automation

Sales Cloud: Account and Contact Management, Lead Management, Opportunity Management, Sales Cloud Reporting and Data Management

Service Cloud: Case Management, Campaigns, Knowledge Management, Service Console Setup

Business Analysis: Agile, Gap Analysis, Documentation, Use Case/Sequence/Activity/Collaboration diagrams, Business Process Models, Competitive & Profitability Analysis, Test Plans, Functional Requirements Specifications Document (FRD)

Email Automation: Marketo, Pardot, Mailchimp, Wordpress

Data Analysis: Tableau, SQL, Snowflake, Microsoft Excel, IRi/Nielsen, Google Analytics

General: Jira, Microsoft Powerpoint, Quip, Visio, Facebook Ads

Certifications

- Salesforce Certified Administrator
    - Certification ID - 21285521
    - Trailblazer link: trailblazer.me/id/reddyruthvik
- Tableau
- Advanced Microsoft Excel
- Data Analysis for data-driven management

Experience

November 2019 - Present
Audatex Inc., Westlake, TX (remote) – *Salesforce Business Analyst/ Administrator*

- Gathered requirements by coordinating with developers, business and project managers, to better customize, and utilize the full functionality of the Salesforce
- Set up field service features according including installing and configuring the Field Service Lightning managed package and Field Service Lightning mobile app.
- Gathered requirements and implemented lead scoring metrics for lead conversion
- Conducted User Acceptance Testing (UAT) and hosted workshops to fulfill user adoption
- Investigated business systems, assist in bridging needs of the business with Salesforce.com
- Updated the Field Service Lightning mobile app to optimize on - site job management to a mobile workforce.
- Documented training and implementation material for the business users; participated in the implementation and provided post-implementation support
- Conducted meetings with support team and QA to review defects and meet their resolution
- Worked with functional teams and identified effective processes improvements
- Implemented Web-to-Case entry and manual case entry for entering customer's cases
- Designed a functional help center with chat-bot integration using knowledge base & communities for web-to-case, product related info, guidelines and getting started pages
- Created workflows rules to perform timed tasks, email alerts, and field updates and used process builder to create records, update related records and submit for approval
- Worked on Salesforce.com customization, creation and maintenance of record types, page Layouts, objects, tabs and fields
- Lead the analysis and reporting of customer analytics, program tracking, email marketing campaigns and optimization using Tableau, Salesforce and Marketo

Environment: Saleforce.com platform, Lightning Platform, Knowledge base, Workflow & Approvals, Process Builder, Field Service Lightning, Reports & Dashboards, Data Loader, Data Migration, Sandbox, Workbench, Tableau

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June 2018 - September 2019
Rutgers Business School, Newark, NJ– *Salesforce Administrator/ Business Analyst*

- Analyzed business operations and user inputs to document requirements, user stories; created to-be process flow diagrams, developed and test the solution
- Generated reports and dashboards on campaign effectiveness providing insights to inform business optimizations
- Used techniques for document analysis such as one-on-one interviews, workflow analysis, JAD sessions and document new requirements
- Documented As-Is and To-Be process approach for transition of one environment to other environment of system in distinguishing the policies and strategies

- Facilitated communication between stakeholders, project managers, subject matter experts and technical staff to level set of various aspects of the project
- Worked on customizing standard objects to meet needs of business units and stakeholders
- Setup Sales Cloud for account management, contact management, lead management, opportunity management, data management , reports and dashboards
- Helped in loading email marketing campaign data from Marketo & Pardot to sync with Salesforce leads and contacts
- Employed Data Loader and Data Import Wizard to read, extract and load data from .csv files
- Deployed and executed email sends for newsletters, live webinars and events averaging 35k-65k per month with demographic/ geographic segmentation and audience targeting strategies
- Configured data security model and organization security following organization rules & policies

Environment: Saleforce.com Platform, Lightning Platform, Workflow & Approvals, Process Builder, Reports & Dashboards, Custom Objects, Custom Tabs, Email Services, Data Loader, Data Import Wizard, Marketo, Pardot

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May 2017 - May 2018

Promotion In Motion, Allendale, NJ – *Salesforce Administrator*

- Administered and supported Sales Cloud with opportunity and account management
- Provided UAT Support, end user training and write up user manuals for applications
- Configured scheduling and routing of work orders and on-site job management with workforce using the Field Service mobile app
- Acted as a liaison between the mobile employees, dispatchers and service agents to create, update and track work orders.
- Controlled the data security of objects, fields and records using organization-wide defaults, role hierarchies, sharing rules, manual sharing, profiles, permission sets and field-level security
- Created record types, page layouts, custom objects, workflows and process automation
- Maintained and setup folder security/access for reports, dashboards, email templates and files by organizing and categorizing for different business units
- Kept up-to-date on new Salesforce features and functionality and provided recommendations for process improvements
- Assisted in the implementation of security practices by monitoring login and user activity, deactivating unused users, field tracking, and setup audit trail to identify the changes made
- Simplified and reduced technical debt by identifying and deleting unused fields, workflows, validation rules, reports, dashboards, objects, and more
- Created visual reports on competitor's sales lift during and post every promotion

Environment: Saleforce.com platform, Lightning Platform, Workflow & Approvals, Field Service Lightning, Process Builder, Reports & Dashboards, Custom Objects, Custom Tabs, Data Loader, Data Migration, Security Controls, Sharing Rules, Data Export & Import Wizards, Sandbox, Workbench

May 2013 - April 2016

Zify, Hyderabad, India – *Salesforce Administrator/ Marketing Manager*

- Administered tasks daily such as creating workflows, dashboards, reports, user profiles and roles, custom objects, fields, records, page layouts, validations, profile and triggers
- Configured the security access, permissions, roles, and profiles for internal and external users
- Partnered with business and product stakeholders to gather requirements and build solutions to improve processes and information flow
- Developed changes in a sandbox environment and followed protocols for testing deployment to production environment.
- Completed the configuration for new features within Salesforce, utilizing AppExchange products, and other cloud-based technologies
- Maintain data quality by identifying and deleting or merging duplicate records, cleansing, and updating inaccurate data.
- Pioneered marketing strategies for emails, events and trade shows that led to 15,000 product downloads and 13,000 user registrations
- Secured top-20 spot out of 40,000 applicants in The Next Web '15, New York by strategizing social media marketing and providing content to improve likeability
- Managed a team of 5-10 brand ambassadors from recruiting to on-boarding and training
- Collaborated with CEO in executing marketing plans, helping to secure a seed fund of $220,000

Environment: Salesforce.com Platform, Lightning Platform Standard and Custom objects, Validation Rules, Workflow and Approvals, Record types, Reports, Custom Tabs, Access and Security Controls

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Education

June 2016 - May 2018

Rutgers University, Newark,NJ
Master in Business Administration (M.B.A.) - Marketing

July 2010 - May 2014

Vellore Institute of Technology, Tamil Nadu, India
Bachelor in Technology - Computer Science & Engineering