Abhishek Goyal

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PROFILE SUMMARY

Proactive and enthusiastic professional with 8+ years of experience comprising Technical and Functional roles.

An MBA (NMIMS, Mumbai) and Computer Science Engineer (PEC, Chandigarh) by qualification. Currently working as a Salesforce Consultant with expertise in End-to-end implementation of projects including Requirement Gathering and Analysis, Solution Design, Development, Testing, Training and Go-Live.

Experience of dealing with customers from diverse Industries - Manufacturing, Real Estate, Education, BFSI, Automotive, Hospitality, Media, Airline, etc.

ACADEMICS

Qualification	Institute	Year	% / CGPA
MBA	NMIMS, Mumbai	2013-15	2.84/4
BE (CSE)	PEC, Chandigarh	2006-10	9.11/10
XII	SSD Sr. Sec. School, Bathinda	2006	75.77%
X	St. Xavier's School, Bathinda	2004	90.80%

WORK EXPERIENCE

	Salesforce Consultant	Mar '16 – Till Date
Roles and Responsibilities	- Working as a Consultant in Salesforce CRM domain at Compro Technologies (Platinum Partner), Delhi - Leading end-to-end implementation of projects (Requirement gathering, Solution Design, Development, Testing, Training & Go-Live Stages) with a team of developers - Conducting Project Kick-off workshops to understand prospect's business processes, requirements, expectations and challenges - Analysing requirements, envisaging and documenting solution design - Managing Build, Testing, Training and Go-Live for projects - Conducting discovery sessions, preparing and presenting customized demonstrations/POC's to showcase value addition - Developing Wireframes, Data flow diagrams, Architecture Maps, BRD/FRD and Solution design documents	
Certifications	- Salesforce Certified Administrator - Sales Cloud Consultant - CPQ Specialist - Service Cloud Consultant - Field Service Lightning Consultant - Pardot Specialist - Pardot Consultant	
Projects	- Client is a Manufacturer of Medical Devices for End-Customers. The project involved implementation of processes related to Channel Sales such as Beat Planning, New Dealer On-boarding, Order Taking, Order Placing by Dealers, Stock Check, MDF (Marketing Development Fund), Trade Promotion Schemes, Incentives based on Targets Achievement. The Project included Sales Cloud and Partner Community Licenses. - Client is a Manufacturer of Capital Goods. The Project involved implementation of Marketing and Sales Processes right from Lead Capture, Nurturing, Scoring, Assignment, Qualification, Pricing, Quotation and Closure. The Project included Pardot and Sales Cloud Licenses. - Client is a Networking Equipment Re-seller. The project involved implementation of Service Cloud, Customer Community and Field Service Lightning encompassing various processes such as Installation, AMC/Warranty Management, Inventory Tracking, Managing Ticket Lifecycle (Origination, Assignment, Milestone Tracking, Escalation, Site Visit, Repair/Replacement, Closure and Feedback), Technicians and Work load Management. - Client is into the business of providing Higher Education. The project involved implementation of processes related to managing applications such as Generating and Nurturing Enquiries, Assigning to Counsellors, Registration, Entrance Exam, Interviews and Enrolment. The Project included Pardot and Sales Cloud Licenses. - Client is a NBFC company. The project involved implementation of process related to Loan Origination such as Capturing Application, De-Dupe Check, KYC Check, Credit Score Check, Legal Compliance and Underwriter Approval. The Project included Platform Licenses.	

	• Client is a Real Estate company. The project involved implementation of Sales Processes such as Lead capture (Website, Call, Walk-In, Brokers and Campaign), Follow-up, Initial Qualification, Scheduling Site Visit, Quotation Generation, Negotiation, Discount approval and Booking. Capture Brokers' details along with monitoring Leads and Opportunities tagged to Brokers. The Project included Sales Cloud and Partner Community Licenses.
	• Client is an Airline company. The client has a dedicated call centre team to handle Queries and Complaints. The project involved implementation of Service Processes such as Ticket Creation (Website, Email, Social Media, Call and Chat), Assignment, Milestone Tracking, Escalation, Resolution, Closure and Feedback. Omni-Channel was provisioned for Workload Management and Supervisor Dashboard. The Project included Service Cloud Licenses.
Management Trainee	**May '15 – Feb '16**
Roles and Responsibilities	• Worked as Management Trainee at Nucleus Software, NOIDA • Responsible for managing business development for SME customers • Identifying prospects, cold calling and generating leads • Developing customized presentations for mapping client business requirements to the product offerings provided • Pitching the product offerings (Loan Management System) to the prospective clients • Managing the relationship with existing accounts for change requests and resolving queries • Cross-functional communication with Product Management, Pre-Sales and Implementation teams • Ensuring customer satisfaction by achieving timely delivery and service quality norms

SUMMER INTERNSHIP - SUVIDHAA INFOSERVE — Apr '14 – May '14

- Market research about the offerings of the competitors such as Airtel Money, Vodafone M-Pesa in the domestic remittance market
- Lead Generation and on-boarding retailers as channel members
- Evaluation of efficacy of the services offered using techniques like Conjoint and Regression Analysis
- Recommendations for product development, promotion and retailer margins

PRE-MBA WORK EXPERIENCE

Software Engineer-II	**May '12 – May' 13**
Roles and Responsibilities	• Worked as Software Engineer-II at **Aristocrat Technologies**, NOIDA • Software development for casino games as per the client specifications • Responsible for on time delivery and approval of casino games • Awarded Certificate of Appreciation for successful release of multiple games before the deadlines • Guided new hires for tracing and rectifying errors in the execution of the games
Software Engineer	**Jun '10 – May '12**
Roles and Responsibilities	• Worked as Software Engineer at **Samsung Electronics**, NOIDA • Hands on experience in Application and Framework Levels of Android Platform • Customization of Camera Application for Android mobile phone models Galaxy S, S II, Note, Ace • Root cause analysis and debugging of issues in Camera for Android smartphone models • Recommended and Implemented new features for camera in Android Smartphones • Mentored a group of Interns and provided training about the technical aspects of camera

PROJECTS

Corporate	• **Videocon D2h:** Formulated Internal Employee Branding campaigns on employee relations • **Yoossup:** Achieved sales targets within limited time for selling Housie tickets • **Innobytes:** On-boarding partners and formulation of Digital Marketing Strategy
Academic	• **Digital Marketing**: Implemented best practices in search engine optimization, social media marketing and search engine marketing • **Advanced Data Analysis**: Analysis of impact of various factors on online retail using SPSS through Logistic Regression and Conjoint Analysis • **Sales Management:** Studied sales structure, process and GTM strategy of Eureka Forbes • **Marketing of Financial Services**: Study of Insurance products including the evolution of Marketing Strategy

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EXTRA CURRICULAR ACTIVITIES	
Achievements	• Winner at **Analytics case study** competition conducted by **IIT Kanpur** • Runner-up in **B-plan** competition organized by SIMSREE, Mumbai • Runner-up in HCL case study competition conducted by IMI, Delhi • Finalist in **Summer Project Contest - Marketing** at **NITIE, Mumbai** • Finalist in Videocon Smartphone **Marketing case study** held by **IIT Delhi** • Finalist amongst 163 teams in Industry Inc. event by SPJIMR, Mumbai • Finalist in B-plan competition organized by IMI, Delhi
Participations	• Published an article about Traditional vs Online marketing on MBASkool.com • Participated in case study competitions conducted by ITC, Marico, Mahindra • Member of sponsorship team during college festivals at NMIMS, Mumbai