Ranil Goonesekera

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Summary

Specializing in business process development utilizing Salesforce CRM. 8+ years advocate, advising at the local Salesforce user group. Passionate about process automation, security, reporting and data analytics

Professional History

Kalaa - Independent Consultant, Salesforce   Jan. 2012 – Current

- Implemented, and administer Service and Sales Clouds, including configuring CPQ
- Established Salesforce Knowledge so that Community members can find their own answers
- Introduced process builder to update a Contact field when an Account record is edited
- Created a collaboration process to request new function/function change and enablement
- Setup Web-To-Case, enabling customers to contact support via the company website
- Proactively created custom objects including page layouts to increase sales team efficiency
- Led the 2-month transition from Salesforce Classic to Lightning experience
- Set up an Approval process for discount when customer spends $500 per order
- Designed and implemented a fully functional e-commerce solution for the organization

Cisco Systems – Reporting and Analytics Specialist   Feb. 2020 - May. 2020

- Developed Dynamic Dashboards for viewers to view dashboards as any user below them
- Utilized Agile methods with team to define operational reporting needs for steak holders
- Provided data-driven analysis of metrics and intelligence to the Business Insights Manager
- Delivered business insights for Global, Regional and Functional Reporting needs at Cisco
- Trained users on reporting and analytics usage and best practices
- Using Domo, a data visualization tool, to cross verify date generated by Salesforce
- Lead change management on reporting framework for Virtual Demand Center
- Collaborated with IT to add Virtual Demand Center reporting framework to global visibility
- Worked with Sales and Marketing teams to provide reliable insights and visualizations
- Preplanned a requirement gathering process and tool for reporting to be utilized by Cisco

CCUNA – Independent Consultant, Salesforce   Mar. 2017 – Feb. 2020

- Utilized Apex Classes with SOQL to identify and update heritage accounts
- Project managed new functionality from requirements gathering to development
- Leveraged Schema Builder to create relationships between standard and custom objects
- Customized custom scholarship App in Sandbox and moved to Production via Change Sets

- Configured Setup Audit Trail for Delegated Admins to identify recent changes to org
- Utilized APEX Data Loader to migrate prospective volunteer and donor data

Camso-Michelin – Salesforce and SAP Trainer   Jan. 2019 - June 2019

- Responsible for training all Sales, Service, and Field Service teams; 300+ users
- Editing and creating training materials for users depending on their role
- Conducted UAT testing and documented discrepancies between various test environments
- Daily measuring and reporting to the Change Management Team on user progress
- Trained sales and service teams on Configuring Price Quotes(CPQ) and reporting tools
- Wrote user stories to help development team understand end-user requirements

Education

University of North Carolina Wilmington
Certification in Salesforce Administration Essentials

Florida State University
BS, Biochemistry

Skills and Certifications

- Salesforce Admin Certified (ADM 201), Advance Admin Certified (ADM 211)
- 5x Super Badgers (Process Automation Specialist, Reports and Dashboards Specialist, Security Specialist, Business Admin Specialist, Lightning Experience Rollout Specialist)
- 2x Trailhead Ranger (250+ Salesforce badges)

Membership

Wilmington, NC Salesforce User Group
Wilmington, NC Salesforce Saturdays

Volunteering

Paying it forward. Training volunteers at a non-profit organization, Coastal Carolina United Nations Association, to utilize Salesforce to complete its day-to-day tasks

Tags

Business Administration, Business Analysis, Sales Cloud, Service Cloud, Marketing Cloud, Nonprofit, Requirements Gathering and Application Design, Configuration, Customization, Verbal and Written Communication, User Enablement, Agile, Scrum, Waterfall, Reports and Dashboards, Analytics, AppExchange, Microsoft Office, Ecommerce