SAHELI SARKAR

TECHNO FUNCTIONAL MANAGER | SALESFORCE LEAD ADMINISTRATOR | SALESFORCE SOLUTION CONSULTANT

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ABOUT ME

- Experience in managing delivery in modules, project planning & implementation.
- A versatile CRM technologist accredited with 10+ years of proven acumen in **Salesforce.com**, **SFMC Marketing Cloud**, Siebel, Oracle Fusion & Cloud Technology that includes Oracle CRM-On-Demand, Oracle Disconnected Mobile Sales (iSales).
- Excellence in delivering large-scale, complex programs/projects with a focus on technology transformation; liaising with leadership teams to evaluate technology challenges
- A Multi-Tenant Salesforce professional acting as Technical Manager & Solution Architect.
- A keen planner & implementer with demonstrated abilities in spearheading swift ramp-up of projects. Successfully
- implemented products for untapped markets & ensured the desired results are achieved.
- Interactions with C-level management in decision making on Product definition, development, commercials & product roadmap.

CAREER TIMELINE

Cognizant Technologies Nov 2009 - April 2019
Salesforce Analyst

Accenture April 2019 - Till date Salesforce
Solution Architect

PROFESSIONAL CERTIFICATION

- Salesforce Platform Developer 1
- Salesforce Certified Force.com Developer 401
- Salesforce Certified Force.com Administrator 201
- Salesforce Certified Force.com APP Builder
- Salesforce Certified Force.com Sales Cloud Consultant
- Salesforce Certified Force.com Marketing Cloud Email Specialist
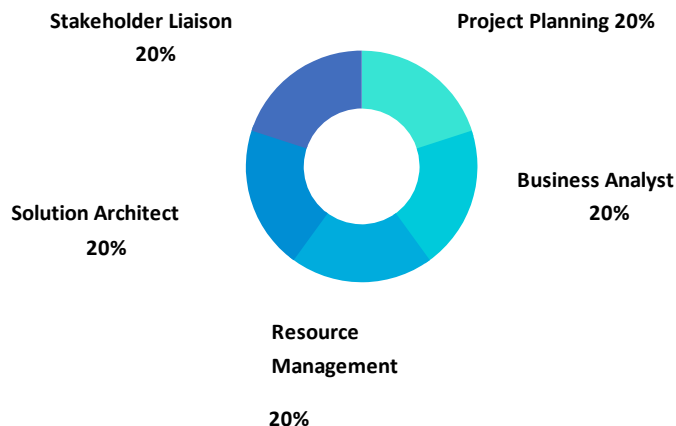
CORE EXPERTISE

- Root cause analysis
- Project Management
- Decision-Making
- Problem-solving skills
- Strategic Consulting
- End to End solution
- Transition & Transformation
- Feasibility Study
- Pre-sales
- Customization
- Bidding & negotiations
- Product Development Life Cycle
- Design Presentation
- Sandbox Environments
- CRM Administrations
- Account Management
- Troubleshooting
- Product Release
- Business Require

Stakeholder Liaison 20%
Project Planning 20%
Business Analyst 20%
Solution Architect 20%
Resource Management 20%

ITSKILLS ⚙

- Technology: SalesForce.com, Siebel, Oracle CRM on Demand, iSales.
- Database: Oracle, Microsoft SQL Server, and MYSQL
- Platforms: Microsoft Windows® XP, Microsoft Windows7 & Windows10.

MANAGERIAL TRAIT 💡

- People management
- Effective project Delivery
- Resource Planning
- Attention to detail
- Collaborative
- Stakeholder Liaising

PROFESSIONAL EXPERIENCE 💼

🏢 Accenture 📅 April 2019 - Till date

> Project Roadmap | Product description | Design Assurance | Product Administration | Solution Architect |Configuration & Administration | Bidding | Delivery Management | Technical Feasibility Design management | Negotiation | Agile

→ **As Salesforce Techno-Functional Manager**

- Working as Salesforce Techno Functional Manager/Salesforce Marketing Cloud Consultant in SFMC Implementation project involving **implementation of Marketing cloud solutions for 7 Business units** consisting of multiple **email templates**, process defining for import of data using **Marketing cloud automation techniques** using SFTP, **Email design** of monthly, yearly and quarterly newsletters, Knowledge Management, Entitlement Management implementation, Enhancement of managed package solutions & **Deployment through devops** tools.
  Acted as liaison between business and IT teams to refine the product & incorporate features based on market demands.
- Executed projects of varied complexities & industries spanning development, corporate strategy, software & solution implementation, migration
- Evaluated business problems, defined milestones for deliveries & develop solution designs for the impacted areas
- Designing prototypes & driving the solution design as per the customized requirements of the client by collaborating with various teams both at client end & in-house development team.
- Interact directly with Business Stakeholders, translate complex requirements into functional architecture, design and provide technological solutions to solve business problems
- Validating the Solution Architecture for all Small, Medium, Large & strategically large accounts in all the stages of Bids
- Driving the solution strategy mapped to the client's business requirement in the form of presentation, due diligence, Solution walk throughs.
- Understanding key technical insights, business implications, & converse future opportunities to the current & emerging challenges of clients in the domain of Salesforce.

> Sales force Maintenance | Support | Product Backlogs | Process Evangelism | Technical Consultant Change management | Incident Management | POC | Managing Releases | Planning release | Billing | Process Improvement | Salesforce Governance

→ As Sales Force Administrator

- Conducting requirement analysis, formulating the specifications and preparing application design
- Implementing the project execution plan and monitoring progress, ensuring on-time completion and taking corrective actions.
- Response to customer RFIs/RFPs Analyzing and understanding customer requirements for technical proposal submissions & addressing pain points and business context
- Suggesting appropriate as well as technology-based solutions for enhancing the functional efficiency of the organization and achieving business excellence.
- Proven ability to manage key account relationships and managing multiple large-scale MNC onsite /offshore project.
- Strategic positioning of services/solutions, ability to cross-sell, up-sell, drive business growth
- Effective contribution in various stages of Software Development Life Cycle from Requirement gathering, analysis, design, implementation and deployment of an Enterprise application on Salesforce.com platform
- Salesforce administration, configuration, development/customization/enhancement for Production & Sandbox along with leading a team of Salesforce administrators and developers; following waterfall methodology.

CognizantTechnologies   Nov 2009 - Apr - 2019

→ As Sales Force Analyst

- Handled incident management and problem management procedures for Salesforce Applications
- Profound understanding of Server – Client Configuration.
- Deft in co-ordinating multiple large-scale projects from inception to completion working with cross-cultural teams ensuring optimal utilization of resources leading to overall profitability.
- First rate analytical and problem-solving skills dedicated to maintaining high quality standards, planning and managing projects from inception to completion;
- The tendency to thrive in fluid environments while remaining pragmatic and focused.
- Highly articulate, demonstrating excellent relationship building, communication and interpersonal skills across all levels including management, employees and external agencies
- Keep abreast of new Salesforce features and functionality, and provide recommendations for improvements and keep users informed about system functionality and enhancements, including third-party AppExchange solutions to help enhance our use of the SFDC platform
- Provided support to 5000+ Salesforce users worldwide and acted as the primary point of contact for end-user support

Projects

Client 1

Amgen - Amgen (Applied Molecular Genetics)

Role – Application Admin & Configuration.

Roles & Responsibilities –

- Configuration & Customization of the Application aligning business requirement, Sandbox testing and deployment, Data load, data update, sandbox refreshment activities,
- Handling Account management tasks and activities, Development / Implementation documents and Test Script document, Preparing & Updating SOP for handling of various Tasks,
- User Administration, change request management, Data management related activities

Client 2

Merck Sharp & Dohme Connect (MSDC).

Duration – August, 2012 to December, 2014.

Role – System Administrator & Environment Manager

Environment – Oracle CRM-On-Demand R19, Oracle iSales, V2.0.9, MySQL Server 5.5, Siebel 8.1, Oracle 10g.

Roles & Responsibilities –

- A long term development project that includes the Market of Asia Pacific, providing solutions as a member of L3 Team, installation, integration, configuration & administration of iSales Server along with Oracle CRM-On-Demand in backend. Database of iSales Server is MySQL Server 5.5 whereas Database of OCOD is in Cloud.
- Hands-on experience in installation, administration & maintenance of Apache Tomcat 7.0, Apache HTTP 2.2. I also have experience in MySQL Server 5.5 Database Installation & Administration

Client 3

AstraZeneca Pharmaceuticals.

Duration –December 2011 to July 2012.

Role – System Administrator

Environment – Siebel 7.8, Oracle 10g

Roles & Responsibilities –

- A long term Maintenance & support project that includes the Market of United states of America & Canada, providing solutions as a member of L3 Team,
- Extensive Siebel Administration that includes SRF refresh & migration, repository import/export, Siebel Component Management along with Siebel Remote, Siebel Cluster
- Handling basic administration of Siebel ADSI & SSO, Database Administration that includes successfully handling of some DBA roles
- DB user creation along with giving them necessary rights & privileges, DB refresh„ Server Administration, Handling of Tickets in BMC Remedy, Handling of Client Calls along with other third party vendors. Also basic handling of other Integration viz. Avaya, Citrix, KnowBOL, SYMON etc.

Client 4

Pfizer & Wyeth

Duration– Jan 2011 to November

2011. Role - Siebel Administrator

(Offshore)

Environment - Siebel Life Sciences (7.7.2.11, 7.8), Solaris 9, Oracle Database 9i, Datastage.

Roles & Responsibilities –

- ➢ Handled the ST3, UAT & Production phase of the project, handled major Siebel Administrative works, SRF refresh & migration, repository import/export, successfully handled some DBA roles
- ➢ Installation, little bit of database performance & tuning exercises, backup / recovery strategy, table space creation and management, Changing DB parameters), DB refresh, prepare environment setup manuals, basic Datastage administration & fix technical issues.

Client 5

MetLife

Duration – March, 2010 to December, 2010.

Role – Siebel Consultant

Environment- Siebel iSales, SQL SERVER 2005, Windows 2003 server. Roles & Responsibilities –

Sole Responsibility of a troubleshooter, Issues with DDL sync, performed extensive troubleshooting in DB (SQL SERVER 2005) along with Siebel Repository Data import/export.

EDUCATION

- B-Tech from West Bengal University of Technology.
- Science Graduate West Bengal Board.

I hereby declare that the above information is true & correct to the best of my knowledge & belief.

Saheli Sarkar