

# Chiranth Kumar MA

Salesforce Admin | Salesforce Business Analyst | Marketing Analyst

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## SUMMARY

Highly skilled Salesforce Administrator with over 3 years of experience in configuring, customizing, and maintaining Salesforce CRM systems. Salesforce data migration and integration, and Salesforce performance troubleshooting. Strong understanding of Salesforce best practices and industry standards. Excellent problem-solving and critical thinking skills, as well as strong communication and project management skills. Able to work well under pressure and deliver results to meet business objectives.

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## SKILLS

- Passionate about optimizing office productivity
  - Data Analysis, Data Visualization & Data Modeling
  - Microsoft Excel
  - SQL
  - Ring Lead
  - AppExchange
  - CRM
  - Automation
  - Communication, Problem-solving & Time management
  - Mastering SEO, Content Marketing, PPC and Digital Analytics
  - Advanced Web Analytics Course
  - Salesforce platforms: Sales Cloud, Marketing Cloud, and Service Cloud
  - Skilled in process automation and system configuration
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## WORK EXPERIENCE

**Aarav Institute for Management and Service (AIMS), Mysore, India**

**Salesforce Business Analyst & Admin**

**March 2022 – Present**

Salesforce CRM solutions for various industries, experienced in configuring and customizing Salesforce, data migration, and troubleshooting performance issues. Strong analytical, problem-solving, and communication skills.

- Gathered business requirements, process mapping and documenting functional requirements for Salesforce implementation.
- Configured Salesforce, including creating custom objects, fields, and workflows, and managing page layouts.
- Designed solutions to improve business processes and increase system efficiency.

- Created test plans, test cases and managed user acceptance testing.
- Familiarity with Agile methodologies including Scrum, Kanban and SAFe.
- Familiarity with Salesforce CPQ, Einstein Analytics and Salesforce Communities

**Aarav Institute for Management and Service (AIMS), Mysore, India**

**Salesforce Administrator**

**Feb 2020 – Feb 2022**

Skilled in Salesforce customization, data migration, integration, security, and performance optimization with expertise in Apex and Visualforce programming languages. & Administrator with a proven track record of successfully managing and implementing CRM solutions for various organizations.

- Managed day-to-day Salesforce administration, including user management, data management, and security.
- Configured Salesforce, including creating custom objects, fields, and workflows, and managing page layouts.
- Migrated and integrated data from various sources, and performed data validation and cleaning.
- Created and managed reports and dashboards, and provided insights based on data analysis.
- Provided end-user training and support, troubleshoot and resolved issues, and worked with developers to implement custom solutions.
- Experience in Salesforce Lightning, including implementing Lightning pages, and building custom components..

**Aarav Institute for Management and Service (AIMS), Mysore, India**

**Digital Marketing Analyst**

**Jun 2018 – Feb 2020**

Results-driven digital marketer with over 1.5 years of experience in developing and executing successful campaigns across multiple platforms, resulting in increased brand awareness and revenue growth. Skilled in SEO, SEM, social media, email marketing, and analytics.

- Familiarity with digital marketing concepts, including SEO, PPC, email marketing, social media marketing and content marketing
- Experience creating and executing marketing campaigns, including planning, budgeting, and measuring results.
- Experience with social media platforms, including creating and managing social media profiles, and creating content
- Experience with web analytics tools, including Google Analytics, and experience analyzing data and creating reports
- Experience creating various types of content, such as blog posts, infographics, and videos.
- Familiarity with marketing automation tools, including MailChimp, Hubspot and Pardot
- Google Analytics, Google Ad words.

**Kidvento Education & Research Pvt. Ltd**  
**Lead Trainer/Product Developer**

**Jan 2016 – May 2018**

Product Development professional with over 5 years of experience in designing, developing and launching innovative products. Proven track record of successful product launches and market penetration.

- Maintenance candidates data and Giving TOT for Staff
- Supervising the Product with various clients.
- Lead Project trainer.
- Product Design Engineer and product developer.
- Product Demo to client and follow up based on Product
- Client Relation management

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## **EDUCATION**

(MBA in IT Management Jain University)  
Bachelor of Engineering in ME Under VTU, 2016  
Diploma in ME under BTE, Bangalore, India

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## **CERTIFICATIONS**

- SQL Essentials
- Advanced Social Media
- Mastering Social Media, Mobile Marketing and Digital Strategy
- Mastering SEO, Content Marketing, PPC and Digital Analytics
- Advanced Web Analytics Course
- CRM
- Salesforce Administrator

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## **LANGUAGES**

- English
- Kannada
- Hindi
- Urdu

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## **HOBBIES**

- Writing technology related blogs on medium.
- Hiking and Trekking