PRATEEK SINGH

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EXPERIENCE

Salesforce Consultant

Mirketa Inc, San Ramon, CA   August 2020 -
Present Owning deliverables for each phase of the SDLC including requirements consolidation, design, development artifacts, test plans, deployment planning, and change management. Currently managing the delivery of multiple Salesforce projects for clients in the following areas:

Educational Tech

Objective - Led a multi-phased initiative to migrate client's existing technology/marketing infrastructure to Salesforce.

- Assessed the legacy system through business process modelling and organized discovery sessions with client stakeholders including data engineers, product managers, and solution architects.
- Worked closely with the internal solution architecture team to define a 1-year roadmap for building student success, retention, as well as an Omni Channel support system.
- Spearheaded internal delivery with an offshore development team using the Agile delivery model.
- Conducted project management activities such as handling change requests and avoiding scope creeps. Met 100% of key client deliverable dates for all projects.

Oversaw testing efforts by validating test cases and ensuring comprehensive coverage.

Drug Treatment Centers

Objective - Assisted non-technical stakeholders to optimize their use of Salesforce Sales Cloud for lead management, admissions, and community outreach.

- Facilitated multi-stage overhaul of clients' existing Salesforce system by enabling lead management, integration with Docusign and call tracking tools, data cleaning, and building an Alumni management module.
- Demonstrated expertise in Salesforce.com Admin by designing the security provisions corresponding to different departments such as Outpatient, Eating Disorder, etc. utilizing the right mix of profiles, permissions, and role hierarchy.
- Built reports and dashboards for executive-level tracking of the Sales team. Set up a referral management module to streamline communication of the Sales team with their regular referrents.

Product Implementation Support

Objective - Partnered with Chargebee, a subscription-billing product, to build custom integration workflows to sync Chargebee and Salesforce atop their standard Salesforce plugin for a leading executive coaching startup.

- Handled consolidated business requirements and served as a product owner for driving the delivery in the onshore-offshore model.
- Led scope/change request discussions, actively identified issues/risks in advance, and took actions for necessary triage. Served as the main point of contact from Mirketa and collaborated with senior stakeholders.

Business Technology Analyst

Deloitte Consulting LLP, San Francisco, CA   May 2019 – July 2020
Played an active part in Deloitte's Salesforce practice as a business analyst focussing on revamping Salesforce service cloud systems, supporting various technology companies across the Bay Area. In addition, supported senior leadership internally to explore the potential of newer chatbot technologies. Key responsibilities for Service Cloud projects as below -

- *Data Migration* - Strategize data restructuring from 16 old native objects and data lying in excel files to 10 new objects. Included over 100k support cases and close to 700k data points including case comments, emails, email attachments, etc.
- *Master Data Management* - Enabled automatic data enrichment using D&B optimizer and ensured 100% accuracy in the Customer database by UAT phase.
- *SF case management and omnichannel routing* - Designed case page layouts, case sharing access, case routing rules. Setup web-to-case and email-to-case features, case hierarchies, and designed email templates.
- *Entitlements* - Ensured case resolution timings with respect to the SLAs for gold, platinum, and silver customers by leveraging native SF capabilities such as routing, escalation, and auto-response rules, business hours, etc.

Application Developer
Accenture Solutions Private Limited, Gurgaon, India   March 2017– July 2017
Part of the initial 20-people team to set up Robotic Process Automation practice for Accenture, Gurgaon, India office.
- Created Proof of Concepts based on internal Accenture processes for different RPA tools. Evaluated above RPA tools based on measures such as cross-platform compatibility, integration with common enterprise-level systems, etc.

Senior Systems Engineer
Infosys Limited, Chandigarh, India   June 2014 – February 2017
Part of the Enrollment and Inventory Services team to support and optimize the client's legacy credit card and banking systems built on Mainframes.
- Led a team of four analysts to develop automation suites for financial processes for a leading US bank using Blue Prism.
- Designed and developed batch applications in an IBM z/OS environment to implement credit card solutions.

EDUCATION

University of California, Irvine, CA   GPA 3.8/4
Master of Science in Computer Software Engineering   March 2019

Guru Gobind Singh Indraprastha University, New Delhi, India
Bachelor's of Technology - Information Technology   June 2014

SKILLS

Core consulting skills - Client communication, program execution, adept at Agile ceremonies, business process modelling, software documentation
Salesforce - Salesforce Certified Administrator, Salesforce Certified Service Cloud Consultant, Marketing cloud(on job experience), Pardot(on job experience),working knowledge of scoping out-of-box vs custom Salesforce modules
RPA - Certified Blue Prism Developer, Nice, Workfusion, Leo, UI Path
Project tools - Jira, Agile Central, HP Application Lifecycle Management
Programming - Python scripting and web development, Apex, SQL, understanding of REST and SOAP architecture, HTML, CSS and Visualforce