

# RITU DABAS

Senior Salesforce Consultant

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Vancouver, BC, Canada



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## Skills

Salesforce Platform

Business Analysis

Requirement Analysis

Data Visualization

Team Leadership

## Certifications

Certified Administrator  
May 2019

Certified Platform App Builder  
June 2019

Certified Tableau CRM and  
Einstein Discovery Consultant  
June 2019

Certified Service Cloud Consultant  
April 2020

Certified Advanced Administrator  
Consultant  
July 2022

## Professional Summary

Ritu completed her MBA from UCW, Vancouver, in Sep'22. She has 7.6 years of experience as a CRM Analytics Consultant, Salesforce Functional Consultant, and Salesforce Admin in various business domains like Financial Services, Pharmaceutical and Telecommunication and is 5X Certified.

She is well-versed in the Sales and Services Cloud products and has delivered multiple implementations using an agile-based scrum delivery methodology. She also has a good understanding of SDLC, STLC, and project management technologies like Atlassian suite, and ALM.

Over her tenure, she has worked extensively with clients across North America and Europe and is always interested in learning new business domains/processes, the latest technologies, and market trends

## Experience

### **Senior Salesforce Consultant**

**Amtex Systems Inc. (Freelancing) - July 2021 – till now**

- Working with one of the world's leading financial advisory and asset management firms in North America.
- Leading a team of three CRM Analytics consultants as a lead functional analyst and as a CRM Analytics senior specialist providing technical expertise to the client.
- Responsible for planning and conducting requirement-gathering workshops, functional mapping, sprint planning and delivery approach.
- Additional responsibilities include working as a developer for critical modules and reporting requirements as an individual contributor.

### **Senior Salesforce Consultant**

**Centric Consulting Services – July 2020 – April 2021**

- Worked with leading professional restoration services as a Salesforce Administrator, leading a team of two junior resources.
- Responsible for the end-user dashboard and report management.
- Salesforce administrator responsibilities also include environment setup/ configurations using out-of-the-box features.
- Additionally worked on data loading into the environments using Salesforce Data Loader, deployment sheets, and test execution for features/ SIT.



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Senior Salesforce Consultant

## Technical Skills

Sales Cloud  
Service Cloud  
SAQL  
Administration  
Dataflows  
Bindings

## Tools

JIRA  
Confluence  
Bitbucket  
VS Code

## Education

MBA  
UCW, Vancouver  
2021-2022

Bachelor Of Technology  
Computer Science Engr.  
GGSIU, Delhi  
2011 – 2014

Diploma  
Electronics and Comm. Engr.  
Board of Technical Education,  
Delhi  
2009 – 2011

## Salesforce Consultant

Accenture Solutions Pvt. Ltd. – January 2015 – July 2020

### Salesforce Consultant:

- Worked as CRM analytics functional consultant and developer, managing a team of two resources.
- Responsibilities include requirement gathering for CRM analytics reports and dashboard functionalities and their implementation.
- Worked on datasets creation (both internal and external data sources), lenses using advanced SAQL and reports and dashboard development.
- Developed dataflows and recipes, involving complex transformations.
- Mentoring junior teammates including campus hire across multiple project teams during their ramp-up.
- Involved in Salesforce capability analytics POC tasks for prospective clients.

### Salesforce Analyst:

- Worked as Salesforce Administrator and Tester.
- Administrator responsibilities include environment setup/ configurations including validation rules, user creation, profiles, permission sets, role hierarchy, sharing rules, public groups management, page layout creation and assignment, setting up email templates and alert and process automation tools like workflow, and process builder.
- Contributed towards the development of training material and system documentation.
- Tester responsibilities include scripting and execution of test cases, scenarios scripting and execution, and leading QA stand-ups.
- Responsible for logging and reporting defects using tools like HP QC and ALM.

## Volunteering

### Art Downtown, Vancouver

Oct 2021 – Dec 2021

Assisted team with administrative tasks in Western Canada's largest contemporary art fair.

### Hope Foundation, New Delhi, India

Feb 2016 – Jan 2017

Volunteer on national event organized by Accenture in each quarter to encourage children and try to boost their confidence so they cannot stop themselves to grow in any circumstances.

