



## Akhilesh Sharma

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### PROFESSIONAL SUMMARY:

- **10.2 years** of IT experience in Delivery Management, Account Management, Business Analysis, Solution Engineering, Customer Success, Salesforce Consulting, Business Development, Implementation using Salesforce.com Configuration, Security, Data Management, AppExchange Applications.
- **Ranked as a 6x RANGER on Salesforce Trailhead Platform with 679+ Trailhead Badges and 2 Super Badges**
- Currently working as **Senior Enterprise Solutions Specialist** with **UST Global Inc.** in **Noida, Uttar Pradesh, India**
- Active on multiple Salesforce Platforms such as **Partner Community, Trailblazer Community and Trailhead platform**
- Actively working with Salesforce as a **Mentor or Salesforce SME** through various Community led initiatives such as **Trailblazer Mentorship Program** and **Mentorship Central**
- **Strong Believer in the spirit of giving back to the Tech Community and Ecosystem by supporting various community led causes such as Women In Tech, Mentorship, Career Coaching, Career Mapping etc.**
- **Received recognition on various Salesforce platforms such as Getting Featured as a Champion Trailblazer during TrailheaDX 2020 Salesforce Events etc**
- Regular attendee of Salesforce Community Events such as **TrailheaDX2020, TrailheaDX India 2019, Virtual Dreamin 2020, India Dreamin 2.0 and 1.0**
- Good On-Site experience of US and EMEA markets, been to places such as Seattle, Milan, Luxembourg, Frankfurt for business travel as per the needs of the business
- Holding a valid **B1/B2** visa for United States (Validity until 2027) and Schengen Business Visa
- Implemented **E2E** Salesforce solutions for various customers starting from design, build to deployment.
- Have an experience in Manufacturing, HealthCare and BFSI domain.
- Experienced in **designing, administration and configuration** of Salesforce CRM
- Experience in working on **Marketing Cloud, Pardot and Sales/Service Cloud Products**
- Extensive experience of hands on roles in implementing CRM solutions, especially in the areas of solution or functional design, perspective business requirements assessment and solutioning, leading and coordinating solution design, and deployment across teams
- In-depth understanding of the capabilities and limitations of Salesforce CRM
- Very strong communication skills, and ability to demonstrate in sharing and explaining complex concepts and requirements with a creative and pro-active thinking
- Deep-level of experience of working with different IT brands into multi-geographical regions

**CERTIFICATIONS:**

- Salesforce
  - Salesforce Certified Service Cloud Consultant
  - Salesforce Certified Sales Cloud Consultant
  - Salesforce Certified Administrator (ADM201)
  - Salesforce Certified Pardot Specialist
  - Salesforce Certified Marketing Cloud Email Specialist
  - Salesforce Certified Einstein Analytics Consultant
  - Salesforce Certified CPQ Specialist (Steelbrick)
  - Salesforce Certified Field Service Lightning Specialist
  - Salesforce Certified Community Cloud Consultant
  - Salesforce Certified Platform App Builder
  - Salesforce Certified Advanced Administrator (ADM211)
- Copado
  - Copado Certified DevOps Administrator
- Conga
  - Conga Contracts for Salesforce
- Apttus
  - Quote-to-Cash Certified Apttus Specialist
- Scrum Alliance
  - Certified Scrum Master

**TECHNICAL SKILLS:**

<b>SalesForce Technologies</b>	Salesforce CRM, Salesforce Automation, Account Management, Lead Management, Products & Pricebooks, Workflows & Approvals, Reports & Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader
<b>Domain Skills</b>	Business Development, Solution Engineering, Customer Success, Portfolio Management, Delivery Management, Account Management, End-to-End Implementation, Product Management, Business/Technology Consulting, Salesforce Administration, Data Management, Release Management, Agile and Scrum Methodologies, Career Coaching, Building Technology Practice, Career Mapping, People Management
<b>SalesForce Tools</b>	Force.com Platform, Apex Data Loader, Data Import Wizard, Workbench
<b>Products Knowledge</b>	Copado, Conga Composer, Pardot, Service Cloud, Sales Cloud, Salesforce Veeva Vault, ExactTarget
<b>App Exchange Applications</b>	MailChimp, Hubspot, Eloqua, Marketo, DupeCatcher and Conga Composer
<b>Languages</b>	SQL, HTML, CSS
<b>MS-Suite</b>	MS-Word, MS-PowerPoint, MS Excel, MS-Project, MS Outlook.
<b>Operating Systems</b>	Microsoft Windows 10 and Windows 8

## **WORK EXPERIENCE:**

**UST Global Inc.**

**May 2019 - Present**

**Designation: Senior Enterprise Solutions Specialist**

**Project Lead cum Customer Success Manager**

**Team Size: 10 – 15**

**Responsibilities:**

- Worked for various prestigious clients in verticals such as E-Commerce, Healthcare, FinTech and Manufacturing etc.
- Collaborated with Delivery, Sales, Business Development, Marketing Teams and other related response team to manage and lead solutions, demo, presentations, proposals, estimate validation, approach, implementation and integration
- Building and maintaining meaningful and sustainable with C-level business leaders and decision makers in Salesforce Clientele'
- Experience in contributing to large project wins by leading the presales efforts and interactions with the clients across various markets such as AMER, EMEA and APAC markets
- Collaborated with the senior leadership team to work in areas such as Program Management, Account Handling, Delivery Management, Stakeholder Management etc.
- Rich experience in establishing relationships with decision makers across the book of business and leading strategic meetings to discuss account usage and opportunity
- Collaborate with subject matter experts and the project team in order to prepare accurate and detailed requirement specifications documents user interface guides and functional specification documents including screen interface and GUI designs.
- Acted as a key member of the Sales Team to represent the technology solution offering to the client
- Provided process improvement & project management solution to business users & clients
- Was responsible to interact with various stakeholders to understand their business requirements and pass these on to the Delivery Teams
- Worked on the strategy and consulting function for the organization while working on Projects in the likes of Change Management/Transitions/Transformation Management etc.

**Damco Solutions Pvt. Ltd.**

**December 2018 – May 2019**

**Designation: Salesforce Practice Manager**

**Team Size: 5 -15**

**Responsibilities:**

- Collaborated with the senior leadership team to identify design thinking/innovation
- Provided process improvement & project management solution to business users & clients
- Collaborated with Delivery, Pre-Sales, Sales, Marketing Teams and other related response team to manage and lead solutions, demo, presentations, proposals, estimate validation, approach, implementation and integration
- Was responsible to interact with various customers to understand their business requirements and pass these on to the Delivery Teams
- Worked on the strategy and consulting function for the organization while working on Projects in the likes of Change Management/Transitions/Transformation Management etc.
- Developed in-depth information set associated with specific business areas
- Assist presales and sales to influence significantly on the sale of Salesforce Practice and service solutions to address business needs
- Ability to work with people to gather information and formal/structured presentations

- Ensured time communication to stakeholders on project deliverables
- Driven and ensured adoption of implementation of best practices, focused training and capability enabled programs/internal groups
- Acted as a key member of the Sales Team to represent the technology solution offering to the client
- Understood business processes and mapped the same with systems used by business teams
- Analyzed business needs and worked with stakeholders to propose and deliver cost effective solutions

**Wipro Ltd.**

**May 2016 – October 2018**

**Designation: Associate Consultant**

**Team Size – 5 – 7 Team Members**

**Role: Marketing Cloud Consultant (Exact Target & Pardot)**

**Project: HIBU Inc.**

**March 2018 – September 2018**

**Responsibilities:**

- Responsible for creation and integration of Digital solutions for clients
- Strong hands on experience in Salesforce Marketing Cloud with knowledge on AMP Script, Mobile studio, Personalization builder, Automation Studio, Email Studio and Journey Builder
- Translated complex functional, technical and business requirements into architectural designs
- Functional understanding of SFMC data model and data integration with external systems
- Functional knowledge of digital demand generation, content marketing and email marketing as it relates to marketing automation
- Ability to work on client RFPs.
- Worked on developing buyer personas, customer journey, and understand dynamic content in Pardot
- Good understanding of A/B testing, Funnel Analysis and segmentation

**Role: Senior Business Analyst (Marketing Cloud)**

**Project: L'Oreal US**

**September 2017 – Jan 2018**

**Responsibilities:**

- Implemented the campaign management process for brand promotions and marketing
- Experienced in the execution of multi - channel marketing programs / operations
- Built complex multi - channel marketing campaigns based on business requirement using tools such as Automation Studio and Journey Builder
- Lead and coordinate marketing campaign and reporting processes and associated tasks such as requirements, functional specification and other client documentation
- Actively managed day to day aspects of running direct marketing programs with a focus on getting high quality results for the client
- Excellent written and communication skills with the ability to communicate upwards and downwards within the organizational structure

**Role: Staffing Consultant****Project: Apttus Corporation Ltd.****Jan 2017 – July 2017****Responsibilities:**

- Implemented end to end solutions and provided the managed services solutions by conceptualizing and designing the solution, integrated with defined business process
- Worked on configuring Salesforce.com CRM modules in Sales solutions and Configure, Price and Quote. Basic level understanding of Salesforce Business Process involving Accounts, Contacts, Leads, Opportunity, Quote/Proposals and Invoice.
- Very good communication skills and the ability to explain and articulate technical aspects in a manner than business can understand
- Evaluated the information gathered from multiple sources, reconcile conflicts and decompose high level information into details to map it to Apttus product's out of box functionality
- Worked with many stakeholders as a Functional Consultant to transform and develop new requirements into Apttus CPQ/CLM Salesforce.com design and implementation
- Elicited requirements using requirement workshops, system and document analysis, business process descriptions, use cases, scenarios, business analysis, task and workflow analysis
- Apart from CRM functional deep experience, I worked extensively on data analysis, data migration and data integration for global clients on requirements development for applying technology to satisfy their business needs
- Experience in technology advisory/consulting, process improvement and detailed project reporting

**Role: Salesforce Consultant cum Business Analyst****Project: Pure Storage Inc. US****May 2016 – Dec. 2016****Responsibilities:**

- Implemented customer centric solution customized to company's specifications
  - Good Knowledge and experience of using the Data Loader
  - Experience and product level knowledge on Salesforce Configuration
  - Evaluated the information gathered from multiple sources, reconcile conflicts and decompose high level information into details to map it to out of box functionality
  - Experience of working with the multi-cultural teams in a geographically diverse environment
  - Worked with the Customer Success Team on how to be able to integrate Salesforce with NetSuite using Celigo as a middleware application
  - Elicited requirements using requirement workshops, system and document analysis, business process descriptions, use cases, scenarios, business analysis, task and workflow analysis
  - Ability to develop & maintain good relationships with stakeholders
  - Setup, customize and deploy changes and updates to CRM (Salesforce.com)
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**HCL Technologies Ltd., Noida****July 2014 – April 2016****Role : Solution Engineer - Salesforce****Project : Salesforce US****Team Size : 5 - 7 Team Members****Responsibilities:**

- Working with the Customer Success Team in providing Technical help related to Salesforce Customization and Configuration.
- Transform data into reliable, relevant and actionable information.
- Setup, customize and deploy changes and updates to CRM (Salesforce.com).
- Responsible for maintaining all documentation and detailed notes related to each data migration
- Uploading the Data from different CRMs database to the Salesforce CRM.
- Configuration of Workflows and Workflow actions, Validation Rules, Security Controls, Sharing settings
- Experienced in Administration Setup like Manage Users, Security Controls and Data Management
- Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects
- Batch reassignment of accounts and opportunities based on organizational changes
- Worked on different Salesforce AppExchange Apps – Dupe Catcher, Mail Chimp etc
- Interacting with client on daily basis for clarification needed in terms of requirement
- Experience on Salesforce.com Apex Data Loader (Batch upload of large volume of data in Salesforce)

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**Knowlarity Communications Pvt. Ltd, Gurgaon****Sept 2013 – May 2014****Role : Assistant Manager (CRM Strategy & Operations)****Team Size : 5 - 7 Team Members****Responsibilities:**

- Develop and deliver simple to complex solutions to Knowlarity's customers.
  - Be part of the techno-functional team that carries out requirement gathering, solution conceptualization, solution delivery using Knowlarity's cloud management platform, and client engagement management (including support)
  - Integrate various CRMs platforms like ZOHO, Fresh desk, JIRA with Knowlarity's own Cloud based product called Super Receptionist and SIVR.
  - Coordinate and manage relationships with vendors and internal team that provide resolution to critical escalations
  - May train Knowlarity's clients on a timely basis and/or may write training procedures
  - Participate in on-going training and departmental development
  - Provide all required documentation including standards, configurations and diagrams
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**HCL Technologies Ltd., Noida**

**Nov 2010 – Aug 2013**

**Role: Senior Engineer – Technical Support (CRM Operations)**

**Responsibilities:**

- Managing customer's account including billing and troubleshooting.
- Provide resolution to customer's queries.
- Continuously evaluate and identify opportunities to drive process improvements that positively impact the customer experience
- Participating into conference calls and video conferences to provide feedback and updates on progress and results

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**Commonwealth Games Organizing Committee & Wiz craft International  
July 2010 – Oct 2010**

**Role: Back-Stage Manager for Handling CWG Opening & Closing Ceremonies Operations**

**Handled Different Back Stage Operations on an International Platform in  
COMMONWEALTH GAMES DELHI 2010 for Opening and Closing Ceremonies  
Delhi 2010.**

**EDUCATIONAL DETAILS:**

Qualifications	College/Board/University	Aggregate percentage/CGPA
Electrical Engineering	Lingaya's Institute of Management & Technology	63.3%
Class XII	CBSE	64.6%
Class X	CBSE	71.8%

**EXTRA CURRICULARS**

- Worked as a Back-Stage **Manager** in **COMMONWEALTH GAMES DELHI 2010** under the **WIZCRAFT EVENT MANAGEMENT Company for Opening and Closing Ceremonies**
- Have successfully completed the **EARN WHILE YOU LEARN** training program for **COMMONWEALTH GAMES DELHI 2010** a Scheme of **Ministry of Tourism, Govt. Of India**
- Have an experience of **Hospitality** at the college level for 3 years
- Participated in the **Major Project Exhibition** organized in the **Industrial Applications** Category at the college level

**PERSONAL DOSSIER**

Date of Birth : 2<sup>nd</sup> February, 1989  
Marital Status : Single  
Nationality : Indian  
Languages Known : English (US) & Hindi

**(Akhilesh Sharma)**