Mary Nderitu, CSM®, CSPO®

Certified Salesforce Admin|Certified ScrumMaster® | Six Sigma

I am a passionate Certified Salesforce Administrator and Certified Scrum Master/Scrum Product Owner with a 10-year track record of developing successful business strategies, analyzing processes, and implementing solutions to achieve organizational goals while managing projects throughout all phases.

I leverage Salesforce Sales Cloud and Service Cloud to provide any Sales Organization and Client Success organizations with the capabilities, functionality, Process Builder automation, Flows, and Reports with Dashboards they need to engage with their teams, to provide a great experience and be productive. I am responsible for the core architecture and data of the salesforce instance, project teams, and cross-functional collaboration following scrum, agile and iterative processes in sprint planning.

📞 (904) 760-1846   🌐 https://trailblazer.me/id/marynderitu

KEY SKILLS

Project management tools & techniques | Business Process Analysis | Six Sigma Methodology| Sprint Planning Meetings Tasking Meetings | Retrospectives | Story-Based Development | Technical Competence |Excellent verbal and written communication skills Organization and Planning Skills | Team Management|Business Strategy Development|Decision Making Critical Thinking | Software Design |Software Requirements |Requirements Gathering |Test Execution |Process Enhancements Direct Supervision | Software Development Life Cycle

TECHNICAL SKILLS

In-depth understanding of Salesforce CRM processes like User Setup/Maintenance/Security (Profiles, Permission Sets, Roles, Hierarchies, Queues), Sharing (OWDs, Sharing Rules), Creation/Maintenance of Apps/Objects (Custom Fields, Relationships, Record Types, Page Layouts), Sales Cloud, Service Cloud, Einstein Analytics, Chatter, Reports, Dashboards, Workflow Automation (Visual Workflow, Workflow, Process Builder, Approvals), Database & Management (Import/Export, Data Loader), Mobile & User Interface, Integration, Database & Data Management.

PROFESSIONAL SUMMARY

- Certified **Salesforce Administrator**, Certified **ScrumMaster/ Scrum Product Owner** with 3+ years of technical experience and an in-depth understanding of various **Salesforce Clouds (Sales, Service, Marketing, Health, and Analytics Clouds)** as well as **business intelligence tools.**
- I excel at connecting with **cross-functional** decision-makers and acquiring necessary and relevant information to inform and direct goal-oriented business solutions to meet organizational needs.
- Strong Knowledge in **Salesforce Administration** and **Customization, Data Validation,** Sales, Marketing, Customer Service, and Support Development team.
- Hands-on working experience in **Role Hierarchy, Custom Profiles**, and **public Groups** creation and user management.
- Experience in Salesforce business processes: **Campaign** Management, **Lead** Management, **Opportunity** Management, **Account** Management, and **Forecasting.**
- Experience customizing and implementing with **Objects, Custom Apps, Layouts, Tabs, Validation Rules, Workflows, Approval process, Assignment/Sharing Rules.**
- Extensive experience in analyzing organization processes, converting business **workflows** into exact **SFDC workflows**, and **configuring Salesforce.com** to meet **business requirements.**
- Hands-on Experience in creating **Custom Objects, Custom Fields, Page layouts, Custom Tabs, Reports**, and various other components as per the client and application requirements.
- Extensive business knowledge and customization experience on various **salesforce.com standard objects** like **Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Forecasting, Reports, and Dashboards.**
- Experience in **Creating Roles, Profiles, Email Templates, Page Layouts, Workflows, Workflow Actions, and Approval Process.**
- Experience performing **data cleanup** and/or **data migration** to and from **Salesforce.com.**
- Experience in **gathering requirements** and **implementing data migrations, data maintenance routines,** and **system integrations**
- Exposure to software development methodologies such as **SDLC, AGILE & SCRUM** Strong knowledge in JAVA & Strong relational database skills - SQL Server.
- Proficient in Apex and Visualforce Knowledge and experience with **VisualForce, APEX, Triggers**
- Internet development experience, eg. **HTML, JavaScript, XML, Web APIs**

ACHIEVEMENTS & CERTIFICATIONS

Certified Salesforce Administrator
Certified ScrumMaster® (CSM®) from Scrum Alliance
Certified Scrum Product Owner® from Scrum Alliance
Lean Six Sigma Yellow Belt Certificate from 6SigmaStudy
Achieved Rangers Rank Trailhead By Salesforce after successfully completing over 200 Modules
Business Metrics for Data-Driven Companies from Duke University/Coursera

SALESFORCE SUPERBADGES FROM TRAILHEAD

• Einstein Analytics Data Preparation Specialist
• Einstein Analytics and Discovery Insights Specialist
• Lightning Experience Rollout Specialist
• Selling with Sales Cloud Specialist
• Lightning Experience Specialist
• Process Automation Specialist
• App Customization Specialist
• Lightning Experience Reports & Dashboards Specialist
• Security Specialist
• Business Administration Specialist

EDUCATION

MBA-Business Intelligence from Southern New Hampshire University -Ongoing
Graduate Certificate in Project Management from the University of Phoenix
Bachelor of Business Administration (Finance & Accounting Major) from Kenya Methodist University

VOLUNTEER EXPERIENCE

KINDCAUSE INC: SALESFORCE PROJECT MANAGER

PROFESSIONAL EXPERIENCE

Salesforce Business Analyst & Administrator   Oct '20 - Present
Cloud Nerd

- Involved in various stages of Software Development Life Cycle (SDLC) including analysis, requirement engineering, architecture design, development, enhancements, testing.
- Developed Data migration strategy from K-Health System to salforce.com platform
- Worked with Quality Assurance team for testing and Business users for User Accepting Testing
- Develop SFDC training strategy and program for new and established implementations for the K Health team
- Involved in project scope meetings with the client to understand the type of requests and issues handled by the KHealth team and documented the high-level business requirements to the product backlog using JIRA
- Involved in Sprint planning meetings to prioritize backlogs for design and development
- Conducted UAT and filed defects in the QC and coordinated with the development team to fix them in the subsequent sprint cycles until the work and data flow were in-line with the baselines set by the client.

Salesforce Admin/ Business Analyst   Jul '18 - Sep '20
LDR Site Services

- Built custom fields, workflows, and validation rules on Salesforce.com objects
- Set up new users by configuring custom profiles, permission sets, and object settings
- Troubleshoot user issues and managed incoming tickets relating to field and record accessibility
- Built, tested, and customized automated approval processes in conjunction with end-users
- Work with senior management and end-users to create Salesforce processes
- Creating and maintaining documentation on processes, policies, and application configuration.
- Develop and create customized reports and Dashboards for CEO, CFO, and executive management team
- Train new and existing users on the database and providing ongoing technical support and assistance
- Keeping abreast of new Salesforce features and functionality Working with CMO on Marketing initiatives, maintaining Pardot database, lists, emails, and campaigns
- Manage the maintenance of the Salesforce platform and customize the Salesforce implementation to ensure cross-functional business requirements are met.
- Create reports for the Executive team

Business Analyst - Salesforce   Apr '17 - Jun '18
Expert Home Advisors

- Expert Home Advisors Information and Communication Technology
- Manage the maintenance of the Salesforce platform and associated CRM systems.
- Gathered requirements and had a thorough understanding of interpreting customer/client's business needs and translate them into operational requirements
- Maintain and customize the Salesforce implementation to ensure cross-functional business requirements are met.
- Drive complex technical projects from the planning stage through execution.
- Implement enhanced functionality and upgrades as new needs and use cases arise.
- Coordinate with cross-functional teams (Sales Team, Business Development) to ensure effective utilization of the Salesforce platform.

Post Graduate Certificate in Project Management   Feb '15 - Apr '17
University of Phoenix

Learned hands-on project management skills, collaborated with the advisor, lecturer, and student team on different projects. Created an organizational project plan using Microsoft® Project software. Learned the five processes that define project management, how to manage stakeholders and resolve conflicts, risk management, and contingency plans for projects, scheduling, and quality control.

Courses Completed:
- MGT/521 Management
- PM/571 Project Management
- PM/582 Project Leadership
- PM/584 Project Risk Management
- PM/586 Project Quality Management
- PM/598 Project Management Capstone

Project Management Consultant   May '12 - Jan '15
CIMMYT

- Managed a 4-country project for the Swiss Funded Effective Grain Storage Programme under CIMMYT, with a total value of USD 7.7 million.
- Managed multiple cross-functional teams in an onshore/offshore organization model
- Planned, executed, and finalized projects together with the organization's clients and stakeholders within the stipulated time frame, budget, and scope, objectives, including acquiring resources and coordinating efforts of team members in order to deliver projects according to plan.
- Managed grant cycle ensuring cash flows to the project according to the set duration.
- Managed the administrative components of the 4 countries and compiled their reports for submission as per the contract.
- The role also included using application development waterfall methodology and infrastructure SDLC methodology

Assistant Manager- Diaspora Business Analysis   Feb '12 - May '12
ABC Bank

- Led cross-functional teams to analyze and understand enterprise-wide operational impacts and opportunities of technology changes.
- Provide input into developing and modifying systems to meet client needs and develop business specifications to support these modifications.
- Verifying enrollment for transfers, suspending / un-suspending accounts, and researching failed transfers.
- Assisting members with banking issues such as enrollment problems and activation codes for debit cards.
- Assisted with online banking issues such as error messages or technical troubleshooting.
- Worked with legal, compliance, fair lending on approvals to programs and lending practices.
- Liaise between business and technical personnel to ensure a mutual understanding of processes and applications.

Diaspora Banking Support/KYC Business Analyst   Jan '08 - Feb '12
Equity Bank Limited

- Monitor current business processes used by the Business Banking, Consumer Banking for reviewing bank customers for AML and KYC systems
- Collect and analyze qualitative data from bankers through the creation of pointed customer questionnaires
- Engaged client to gather software requirements/business rules, and ensure alignment with development teams
- Evaluated risks related to requirements implementation, testing processes, project communications, and training.
- Identified and reconcile errors in client data to ensure accurate business requirements.
- Drafted and maintained business requirements and align them with functional and technical requirements.
- Dashboards: Created visually impactful dashboards in Excel and Tableau for data reporting by using pivot tables.
- Extracted, interpreted, and analyzed data to identify key metrics and transform raw data into meaningful, actionable info.
- Collect and analyze qualitative data from bankers through creation of pointed customer questionnaires