Mona Chotiyanonta

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Professional Experience

Salesforce Project Manager & Business Systems Analyst July 2018 – October 2020
K2 Partnering @ Facebook – Menlo Park, CA
- Led planning and execution for portfolio of Salesforce projects including third-party integrations with SpringCM, Workday, and internal systems; developed project timelines in support of overall program roadmap
- Partnered with stakeholders and cross-functional teams (Sales Operations, Customer Support, Professional Services, Finance, HR) to translate business needs into platform architecture and solution designs
- Defined guidelines for coordinated QA, UAT, post-launch support, and war rooms to ensure release quality
- Streamlined case management in Salesforce Service Cloud by building runbook repository for admins and developers and driving triage process for HR support teams
- Designed KPI dashboards for HR teams using Einstein Analytics and Salesforce dashboards, providing KPI standardization and leading to increased visibility of success metrics for project team and 20+ queue owners

Salesforce Consultant May 2018 – July 2018
The Mice Groups @ Marketo – San Mateo, CA
- Managed platform upgrade from Salesforce classic to Salesforce Lightning, enhancing UX and analytics
- Implemented Salesforce Knowledge Base for Marketo customers, leading to an increase in ticket deflection rates and streamlining operations processes for tech support engineers
- Migrated Gecko board dashboard to Salesforce Lightning, enabling advanced analytics and drill downs

Senior Project Manager November 2012 – April 2018
BizDev LLC – Cupertino, CA
- Streamlined operational processes and drove business simplification for small business clients
- Implemented order management processes, point-of-sales technologies to drive revenue for small businesses
- Leveraged web technologies to enhance customer ordering experience, decrease turnaround time and cost

Director, IT Applications April 2001 – October 2012
SumTotal Systems – Mountain View, CA
- Led strategic CRM initiatives through agile project implementation process: requirements gathering, business process documentation, scalable solution design, build, QA/UAT, rollout and post-implementation support
- Partnered with key stakeholders/sponsors to define program roadmaps, scope of initiatives, success measures
- Managed cross-functional teams, vendor relationships, SOWs, POs to deliver on-time, on-budget projects
- Streamlined change management/SDLC processes to enable agile rollouts, accommodate IT compliance/audits
- Implemented, managed, and provided 24/7 support for Salesforce.com Sales Cloud and Service Cloud (Customer Portal and Knowledge Base), HRIS and Intacct for global business units
- Integrated Marketo, BigMachines (CPQ), DocuSign, and PingFederate single sign-on (SSO) with Salesforce.com

Certifications & Education
- MBA - Management Information Systems, *Drexel University - Philadelphia, PA*
- Associate's Certificate in Project Management, *The George Washington University School of Business*
- Salesforce.com Certified Service Cloud Consultant (April 2018 - April 2021)
- Salesforce.com Certified Sales Cloud Consultant (March 2018 - March 2021)
- Salesforce.com Certified Platform App Builder (March 2018 - March 2021)
- Salesforce.com Certified Advanced Administrator (February 2018 - February 2021)

Additional Skills

- CRM applications: Salesforce.com, BigMachines (CPQ), Marketo, ClickTools, Bluewolf, Apex, SFDC Excel Connector, SFDC Data Loader
- Project management: SDLC, Scrum, Agile, change management, cross-functional team management
- Data & reporting: IBM Cognos, SQL Server, ETL, data modeling, data migration, data integration
- Microsoft: MS Project, MS Visio, MS Excel, MS PowerPoint, MS Access
- Other: PingFederate SSO, Google Docs, Eclipse IDE