KESIYA THOMAS

@ kesithom28@gmail.com

h 0727649289

a Eskedervagen 48, Taby, Stockholm, Stockholm County 18246

CERTIFICATIONS

Salesforce Sales Cloud Certified Consultant
Salesforce Service Cloud Certified Consultant
Salesforce Admin Consultant
Salesforce App Builder Consultant
Salesforce Platform Developer 1
Salesforce Marketing Cloud Email Specialist

SKILLS

- CRM & Salesforce proficiency
- Sales, Service, Marketing, Community and Health Cloud
- Pardot, Marketo, Eloqua
- Apex, VF, Lightning Components
- SOQL, SOSL
- Process Builder, Workflows
- Approvals, Flows
- C#, .NET
- Efficient Sales Strategies
- Efficient Service Strategies
- Strategic Planning, ERP
- Performance Analysis
- Adobe and Google Analytics
- Adobe Experience Manager

PROFESSIONAL SUMMARY

Senior Salesforce Consultant with over 8 years of successful experience in Salesforce Sales, Service, Marketing and Community Cloud. Recognized consistently for performance excellence and contributions to success in Telecom, Hotel, Automation, Retail, Healthcare, Real Estate, Airways, Banking and industries. Actively Looking for a Team Lead / Senior Salesforce Consultant position in a reputed Organisation. Key strengths as mentioned in the skill set backed by training and Certifications in Salesforce and Cisco Networking.

AWARDS

*** Instant Recognition Award at PWC (2018) for delivering maximum no. of POCs within the shortest time which led to the signing of long-term projects.
*** First Runner Up for Paper Presentation at PWC's firmwide event (2019) for showcasing how efficiently the existing cab and carpool system can be used to deliver parcels with definitive extra returns to the transporters.
*****Employee of the Year Award for achieving the Highest Margin of the year at Revarn Cybernetics (2016).

WORK HISTORY

Fluido SF Marketng, Sales, Service, Commuity Cloud - Salesforce Consultant
Gothenburg, Sweden •08/2019 – 12/2019

- Researched, designed and implemented scalable applications for information extraction, analysis, retrieval and indexing for faster processing and analysis of data in Salesforce Service Cloud
- Managed over 10 customer issues per day
- Increased Sales by 45%
- Wrote and maintained technical and functional specifications to document different stakeholder intentions and requirements
- Collaborated with cross functional development team members to analyze potential system solutions based on evolving customer requirements and feasibility study results
- Worked closely with other business analysts, development teams and infrastructure specialists to deliver high availability solutions for mission-critical solutions
- SF Sales, Service, Marketing, Community Cloud, Pardot Developer and Consultant for major clients like Scandic Hotels, Volvo Cars, Atlantic Airways, Pagero and PMflex.
- Ensured timely emails are send to right segment of customers based on different attributes like membership level, income, seasonal offers, interests etc. Daily Email Marketing execution and reporting based on the customer response to different Email Contents using A/ B testing. Used A/B tested emails, C# and.NET to send emails to customers & thereby generate maximum positive response.

- Customer Service
- Conversion Rate
- Conversion Optimization
- Organizational Skills
- Listening
- Troubleshooting
- Mentoring
- Planning, Agile Methodology
- SAFe practices
- Research
- Google Cloud Platform
- Google Analytics
- Google Tag Manager
- Facebook, LinkedIn, Pinterest Ad Manager
- Heroku
- Tableau
- R
- Java
- Python
- Eclipse RCP & RAP Plugin project
- Product and Service Sales
- After Sales Support
- Consultancy and advisory
- Operations
- RFP drafting
- Estimation for Work Tasks
- Process monitoring & Timely Reporting
- Trend tracking
- RPA
- Azure
- AWS
- Automation
- UiPath
- QTP
- Springs
- Apache
- SpringBoot

EDUCATION

Vellore Institute of Technology
Vellore • 07/2012

Master of Science: Software Engineering

- Designed and implemented prototype to generate Dynamic shortened URL using custom parameters like Booking Id, Name using Ampscript, C# and.NET which can be efficiently used in SMS.
- Cross Channel marketing using Email, App Push Notifications and SMS. Use Push Notifications to deliver relevant messages when the customers are near a specific business outlet thereby prompting customers to purchase eventually resulting in increased sales. Contributed towards designing initial framework for Push Notification to deliver Keys to open the Hotel Room Doors during the customers stay at different Hotels. Developed Push Notifications to deliver Boarding Passes.
- Ensured Increased ROI from existing and new customer base across different markets
- Generated more relevant Leads with greater possibility of conversion. Converted more Leads into Customers and Ensured Loyalty among Customers.
- Solved issues like Elite customers not receiving appropriate vouchers and discounts based on their membership by ensuring that the Sulubonus Number Data is consistent across different platforms.

PWC - Sr Sftwre Egeer- SF Sles, Svc, Mktn & Comm Cloud *11/2016 - 08/2019*

- Identified and immediately resolved issues with existing and newly developing system.
- *Clients:* Verizon, Vodafone,Cerner Healthcare, LHO Anthem, Bell Helicopters, Star Network, Oneil Digital Services, JLL, ABN AMRO, BBMapfre, Omnisure, Honda, Mercedes Benz, PWC Global
- Achieved CSAT score of 9.8 and above for all projects thereby ensuring long running Contracts with Customers.
- Supervised team of **10 Salesforce CRM technologists** on **$7.5million** software development project to upgrade respective quality management system.
- Managed over 15 customer issues per day
- Achieved Sales margins above 55% with Salesforce Sales Cloud
- Involved in all phases of SDLC while working in Development, Enhancement, Defect fixing and Troubleshooting of projects in Sales, Service, Marketing and Community Cloud
- Key technologies include Tableau, R, HTML, JavaScript, Jquery, CSS, C#, .NET RPA tools like UIPath, Automation Anywhere. Automation, Email and Mobile Studios, Journey Builder and Mobile Push Notifications were used to develop Cross Channel Communications with different customers at various stages of their customer life cycle with particular product or business, eventually significantly increase ROI
- Effectively used Cloud Pages, C# and.NET to develop opt in & sign in pages for marketing cloud communications using Javascript & languages mentioned in skillset.
- Campaigns were set up to launch emails to customers, in order to seamlessly book their availability for test drive of different luxury cars as per their interest. Sales and Marketing Campaigns were also used to send post purchase mailers to configure add on such as seat heating, seat color, material etc to ensure that car is tailored as per customer needs and delivered on time
- Efficiently used and configured Marketing Cloud Connector to seamlessly enable Data flow from SF Sales, Service to Marketing Cloud

- Actively took part in Data Model Design using Contact Builder and data loading using Enhanced FTP Folder, Data Loader etc
- Used SOQL query activities to effectively filter and make relevant customer segments and update data from Marketing Cloud to Sales and Service Cloud.

Revarn Cybernetics - Product Manager *12/2015 - 11/2016*

- Worked for customers include KeyBank, Novartis and ToothSi
- Conceptualized and deployed enhanced product features and optimized implementation for use in marketing strategies using C# and.NET.
- Managed benchmarks, product demonstrations and testimonials for performance evaluation, better tracking, monitoring and thereby ensuring more leads are converted and eventually increasing ROI for customers
- Liaised with clients to develop deep understanding of business needs and current market landscape.
- Directed planning, budgeting, accurate, timely User Story development, Estimation and quality assurance efforts
- Consulted with product development teams to enhance products based on customer data.
- Monitored market trends and competitor performance and analyzed gaps to update promotional strategies and maximize sales
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets
- Created Customer portal for users (Custom Profile and preference Center using Cloud Pages) of different countries to subscribe and custom unsubscribe from Marketing Cloud Communications. Performed IP whitelisting for 100% users.
- Created Signin and Registeration Page for Customers.
- Attained margins of more than 35% while leading AI product development and Salesforce Projects

Tesco HSC - Software Engineer *06/2015 - 12/2015*

- Platform and Technologies Used: Salesforce (SF) Sales, Service, Marketing and Community Clouds, Eclipse RCP, RAP Plugins, Selenium WebDriver, QTP, Springs, Apache, Amazon Webserver and JBOSS, Tortoise SVN.
- Languages: SF Apex, Visual Force, SF Lightning Components, SOQL, SOSL, Triggers, Process Builders, Workflows, Approvals, PL/SQL, PHP, C#, .NET Junit, HTML, CSS, Java, Javascript, Jquery
- Effectively worked in timely resolution of Customer Issues by following ITIL processes to adhere to SLA and ensured maintenance of system functionality based on KPIs
- Identified and implemented improvements to achieve cost efficiency and increase ROI and profit of organization
- Involved in all phases of SDLC while working in Development, Enhancement, Defect fixing and Troubleshooting projects for Tesco Parcel Delivery System for efficiently utilizing Tesco's logistics and carriers in addition to effectively using Third Party Carriers to promptly deliver different items ordered by customer within agreed Delivery Timeframe.
- Managed over 30 customer issues per day. Achieved Cost Optimization by 28%.

- Based on subjective feedback received from customers use pattern matching algorithm to decide if we have a very happy, happy, neutral, sad or very sad customer sentiment at a particular period in time. Integrated Twilio with Salesforce and achieve the same with 98% customer satisfaction.

Cerner Healthcare Pvt. Ltd. - Software Engineer *07/2014 - 07/2015*

- Interfaced with cross-functional team of business analysts, developers and technical support professionals to determine comprehensive list of requirement specifications for new applications
- Installed and configured software applications and tested solutions for effectiveness.
- Integrated IBM Watson, Twitter, Facebook, LinkedIn with Salesforce to analyze user's behavior and character and then suggest users with the most relevant product using C# ,.NET, REST API APEX code and triggers.
- Configured, installed and tuned Cerner Revenue Applications-based systems for performance in Oracle databases using SQL tuning
- Conducted regression testing, analyzed results and submitted observations to development team
- Wrote highly maintainable, solid code for Cerner Revenue Management Applications that formed core framework and has won consistent praise from subsequent developers since initial version
- Investigated new and emerging software applications within Healthcare Industry to design, select, implement and use administrative information systems effectively
- Collaborated with cross-functional development team members to analyze potential system and quality assurance solutions based on evolving client requirements and diligently resolved technical issues
- Tested troubleshooting methods, devised innovative solutions, and documented resolutions for inclusion in knowledge base for support team use.

KPIT Cummins Infosystems - Software Engineer *08/2012 - 05/2014*

- Effectively used Eclipse RCP, RAP Plugins, Selenium WebDriver, Hibernate, Bootstrap, Spring, Apache and Amazon Web Server, Azure, JBOSS, Tortoise SVN, Salesforce Service, Sales, Marketing and Community Clouds to develop various Vehicle Diagnostic Apps to effectively diagnose vehicle issues using Electronic Control Units (ECU). Languages Used: Java, XML, PHP, JUnit, HTML, CSS, C#, .NET, Javascript and Jquery.
- Primary Purpose of App: To determine whether ECU is appropriately connected to network so as to enable reading of Diagnostic Trouble Codes (DTC) logged in ECU memory.
- Effectively use Einstein analytics in SFMC & recommend future products to user based on user browsing and purchase history.
- Evaluated software development project plans & recommended adjustments.
- Devised automation, backup and recovery protocols for IDTC databases to preserve and safeguard over 1 M data.

HOBBIES
- Mentoring, Playing Billiards, Badminton, Basket Ball, Foot Ball, Swimming, Writing and Listening to Music.