

DIKSHITA SURESH

Chennai

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HIGHLIGHTS OF QUALIFICATIONS

- Salesforce.com Certified Administrator
- Experienced in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs.
- Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
- Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects.
- Possess comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management and Quote.
- Skilled in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns as per client's need.
- Developed process enhancements through automations including Workflow, Approval Processes, and Escalation Rules.
- Experience with scoping, requirement gathering, fit/gap analysis, design, development and testing
- Committed to providing timely, high quality production support to demanding user base
- Detailed knowledge of database design, report building, and analytics
- Excellence in integration architecture, build, and impact.
- Proven success in building an enterprise support organization focused on client success.
- Motivated & energetic self-starter with proven ability to quickly identify problems & build solutions.
- Have experience in integrating QuickBooks, Adobe Sign, DocuSign, Jot Forms and Word Press Forms with Salesforce.

EDUCATION SIES college of management studies

May 2015

EXPERIENCE

SALESFORCE BUSINESS ANALYST / ADMINISTRATOR

Zivoke Client: Consortium of Service Innovation & KCS Academy

Oct 2020 – Till date

- Interacted with various business team members to gather the requirements and documented the requirements.
- Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
- Customized page layouts for Salesforce standard and custom objects.
- Configured Reports for custom objects and associated them to Dashboard, Developed Visualforce pages and controllers to enhance user experience.
- Created Web to Case Functionality
- Provided User training along with used case scenario.
- Transition from Enterprise Edition to Professional Edition.
- Data Management – Data Validation – Data Cleansing – Data Migration – Reports

SALESFORCE BUSINESS ANALYST / ADMINISTRATOR

Zivoke Client: Quantum Group

Nov 2020 – Dec 2020

- Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team.
- Understanding their requirement & explaining the usage of Salesforce & how the system can be used according to their business scenario
- Modifying the Standard objects & the fields
- Enabling the Multicurrency & Enabling Quotes.
- Customizing the Quote template based on region wise.
- Provided User training along with used case scenario.

SALESFORCE BUSINESS ANALYST / ADMINISTRATOR

Zivoke Client: Cheng Tsui

Sept 2020 – Nov 2020

- Interacted with various business team members to gather the requirements and documented the requirements.
- Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
- Customized page layouts for Salesforce standard and custom objects.
- Configured Reports for custom objects and associated them to Dashboard, Developed Visualforce pages and controllers to enhance user experience.
- Customized page layouts for Salesforce standard and custom objects.
- Product Management, Asset Management & Case management implemented.
- Provided User training along with used case scenario.
- Data Management – Data Validation – Data Cleansing – Data Migration – Reports

SALESFORCE BUSINESS ANALYST / ADMINISTRATOR

Zivoke Client: Kaleidoscope

Aug 2020 – Oct 2020

- Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team.
- Facilitated and led group discussions to elicit requirements in Joint Application Development (JAD) sessions by communicating with documented business requirement document working prototype and work flow diagrams.
- Customized page layouts for Salesforce standard and custom objects.
- Suggesting the best practices for using the Salesforce instance.
- Redesigning the existing salesforce with the new requirement also in place.
- Provided User training along with used case scenario.
- Data Management – Data Validation – Data Cleansing – Data Migration – Reports

SALESFORCE BUSINESS ANALYST / ADMINISTRATOR

Zivoke Client: Sunlighten

Feb 2020 - Oct 2020

- Interacted with various business team members to gather the requirements and documented the requirements.
- Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
- Customized page layouts for Salesforce standard and custom objects.
- Good experience in Salesforce.com Configuration of roles, profiles, user accounts, implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
- Integrated WordPress Web-Forms with Salesforce.
- Worked on Various process builder & Workflow.
- Deployed, configured and supported the prototype application for its demo /UAT for various line of business from various cities, prepared deck for UAT & gathered feedback and followed up with further updates on the prototype and related documents.
- Defined various Validation rules to validate the data in the Customer.
- Designing the Solution for the Requirement based upon the customer business process.
- Integrated the ERP tool with Salesforce.
- Created custom report types and generated report using the report types.
- Data Migration.

SALESFORCE BUSINESS ANALYST / ADMINISTRATOR

(Cube84) Vizda software solutions Client: Tool Bank

October 2018- Feb 2020

- Primarily involved in developing prototype of the application as proof of concept (POC) for business team and as a guideline for development team.
- Facilitated and led group discussions to elicit requirements in Joint Application Development (JAD) sessions by communicating with documented business requirement document working prototype and work flow diagrams.
- Translate business requirements into functional specifications and creating High Level Design documents
- Deployed, configured and supported the prototype application for its demo /UAT for various line of business from

various cities, prepared deck for UAT & gathered feedback and followed up with further updates on the prototype and related documents.

- Good experience in Salesforce.com Configuration of roles, profiles, user accounts, implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
- Experience in working with Development team for solving the gaps in Business requirements.
- Developed a web-to-lead functionality to Tool Bank website which directs leads (Submit Member application) to Salesforce CRM., Email templates in Text, HTML and Visualforce necessary for the application.
- Worked on Communities partner community & Customer Community. Designed them as per clients business requirement.
- Designed the E-Commerce functionality in salesforce as per client's requirement.
- Defined various Validation rules to validate the data in the application.
- Customized Page Layouts for Salesforce.com Standard and Custom objects.
- Created custom report types and generated report using the report types.
- Data Migration.

**SALESFORCE BUSINESS ANALYST / ADMINISTRATOR
(Cube84) Vizda software solutions Client: Velocity TX**

Apr 2019 – Aug 2019

- Interacted with various business team members to gather the requirements and documented the requirements.
- Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
- Customized page layouts for Salesforce standard and custom objects.
- Configured Reports for custom objects and associated them to Dashboard, Developed Visualforce pages and controllers to enhance user experience.
- Integrated salesforce along with Jot Forms.
- Provided User training along with used case scenario.
- Data Management – Data Validation – Data Cleansing – Data Migration – Reports.

**SALESFORCE BUSINESS ANALYST / ADMINISTRATOR / PARDOT
(Cube84) Vizda software solutions Client: Satnam Tech**

Jun 2018 – Sept 2018

- Interacted with various business team members to gather the requirements and documented the requirements.
- Worked on implementing Pardot marketing cloud for them.
- Setting up the DKIM keys and the connector between salesforce & Pardot.
- Created Email Templates in Pardot.
- Created the engagement studio for the client to send out various emails according to the conditions.
- Created automation rules & segmentation rules.
- Created fields in Pardot & sync them in salesforce.

**SALESFORCE BUSINESS ANALYST / ADMINISTRATOR/PARDOT
(Cube84) Vizda software solutions Client: PubK Group**

Aug 2017-Dec 2018

- Interacted with various business team members to gather the requirements and documented the requirements.
- Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
- Customized page layouts for Salesforce standard and custom objects.
- Restructured the maintaining of membership/ subscription model.
- Worked on Pardot & Mailchimp
- Created HTML email template in Pardot.
- Setting up the segmentation Rules and the automation rules as per the requirement.
- Worked on Leads, Accounts, contacts, opportunities and opportunity contact role, Products and line item.
- Integrated QuickBooks with salesforce using 3rd party implementation Tool.

**SALESFORCE BUSINESS ANALYST / ADMINISTRATOR
(Cube84) Vizda software solutions Client: MaiaLearning**

Aug 2017- Dec 2017

- Interacted with various business team members to gather the requirements and documented the requirements.

- Participated in Requirement Gathering Sessions & JAD Sessions.
- In charge of conducting the UAT with the Business users, and gathering feedback and providing the same to the Development team.
- Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports
- Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.
- Created workflow rules and defined related tasks, email alerts, and field updates.
- Downloaded and installed AppExchange packages like Adobe Sign and DocuSign for E-signature.
- Created custom Dashboards for manager's home page and gave accessibility to dashboards for authorized people.
- Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.

BUSINESS ANALYST

AIOCD Pharma Softtech AWACS Pvt. Ltd)

Feb 2015- Apr 2016

- Provided Competitive, Business intelligence, customized business research reports and analytical solution for various clients in pharmaceutical sector.
- Follow and analyzed the trend in the market, map the historical data trend to determine their influence in the business or in a specific disease segment or demographics or geographic areas.
- Monitored and supervised data collection, mapping, cleaning and reporting process.
- Handled monthly Secondary Sales Projection for the Domestic Pharmaceutical market popularly known as PharmaTrac data.
- Deep dive into each aspect of the process to identify problems or errors. Undertaken data gathering and root cause analysis exercises.
- Prepared regular and ad-hoc management reports aligned, MIS Report and presented to PowerPoint Presentation to client and team needs.
- Provided support for enquiries from sales representatives and Clients.
- Maintained effective working relationships with other members of the team as appropriate.

ADDITIONAL SKILLS Computer Skills

- Operating Systems: Windows.
 - Office Package: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook Express.
 - Operating Systems: Windows.
 - CRM Tools: SFDC, Pardot
 - Integration Tools: Zapier.
 - Other Tools: QuickBooks, DocuSign, Adobe sign, S-Docs, Mail chimp.
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PERSONAL INFORMATION

- Name: Dikshita Suresh
- Father Name: S. Suresh Iyer
- Date of Birth: 21/07/1991
- Sex: Female
- Marital Status: Married.
- Nationality: Indian.
- Language Known: English, Hindi, Marathi, Tamil and Bengal.

