

RITU DABAS

Senior Salesforce Consultant

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Vancouver, BC, Canada



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Skills

Salesforce Platform

Business Analysis

Requirement Analysis

Data Visualization

Team Leadership

Certifications

Certified Administrator
May 2019

Certified Platform App Builder
June 2019

Certified Tableau CRM and
Einstein Discovery Consultant
June 2019

Certified Service Cloud Consultant
April 2020

Certified Advanced Administrator
Consultant
July 2022

Professional Summary

Ritu completed her MBA from UCW, Vancouver, in Sep'22. She has 7.6 years of experience as a CRM Analytics Consultant, Salesforce Functional Consultant, and Salesforce Admin in various business domains like Financial Services, Pharmaceutical and Telecommunication and is 5X Certified.

She is well-versed in the Sales and Services Cloud products and has delivered multiple implementations using an agile-based scrum delivery methodology. She also has a good understanding of SDLC, STLC, and project management technologies like Atlassian suite, and ALM.

Over her tenure, she has worked extensively with clients across North America and Europe and is always interested in learning new business domains/processes, the latest technologies, and market trends

Experience

Senior Salesforce Consultant

Amtex Systems Inc. (Freelancing) - July 2021 – till now

- Working with one of the world's leading financial advisory and asset management firms in North America.
- Leading a team of three CRM Analytics consultants as a lead functional analyst and as a CRM Analytics senior specialist providing technical expertise to the client.
- Responsible for planning and conducting requirement-gathering workshops, functional mapping, sprint planning and delivery approach.
- Additional responsibilities include working as a developer for critical modules and reporting requirements as an individual contributor.

Senior Salesforce Consultant

Centric Consulting Services – July 2020 – April 2021

- Worked with leading professional restoration services as a Salesforce Administrator, leading a team of two junior resources.
- Responsible for the end-user dashboard and report management.
- Salesforce administrator responsibilities also include environment setup/ configurations using out-of-the-box features.
- Additionally worked on data loading into the environments using Salesforce Data Loader, deployment sheets, and test execution for features/ SIT.



RITU DABAS

Senior Salesforce Consultant

Technical Skills

Sales Cloud
Service Cloud
SAQL
Administration
Dataflows
Bindings

Tools

JIRA
Confluence
Bitbucket
VS Code

Education

MBA
UCW, Vancouver
2021-2022

Bachelor Of Technology
Computer Science Engr.
GGSIPU, Delhi
2011 – 2014

Diploma
Electronics and Comm. Engr.
Board of Technical Education,
Delhi
2009 – 2011

Salesforce Consultant

Accenture Solutions Pvt. Ltd. – January 2015 – July 2020

Salesforce Consultant:

- Worked as CRM analytics functional consultant and developer, managing a team of two resources.
- Responsibilities include requirement gathering for CRM analytics reports and dashboard functionalities and their implementation.
- Worked on datasets creation (both internal and external data sources), lenses using advanced SAQL and reports and dashboard development.
- Developed dataflows and recipes, involving complex transformations.
- Mentoring junior teammates including campus hire across multiple project teams during their ramp-up.
- Involved in Salesforce capability analytics POC tasks for prospective clients.

Salesforce Analyst:

- Worked as Salesforce Administrator and Tester.
- Administrator responsibilities include environment setup/ configurations including validation rules, user creation, profiles, permission sets, role hierarchy, sharing rules, public groups management, page layout creation and assignment, setting up email templates and alert and process automation tools like workflow, and process builder.
- Contributed towards the development of training material and system documentation.
- Tester responsibilities include scripting and execution of test cases, scenarios scripting and execution, and leading QA stand-ups.
- Responsible for logging and reporting defects using tools like HP QC and ALM.

Volunteering

Art Downtown, Vancouver

Oct 2021 – Dec 2021

Assisted team with administrative tasks in Western Canada's largest contemporary art fair.

Hope Foundation, New Delhi, India

Feb 2016 – Jan 2017

Volunteer on national event organized by Accenture in each quarter to encourage children and try to boost their confidence so they cannot stop themselves to grow in any circumstances.

