

# Alankrita Dua

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## EDUCATION

### RUTGERS BUSINESS SCHOOL

MASTERS IN INFORMATION  
TECHNOLOGY & ANALYTICS  
Dec 2017 | Newark, NJ  
GPA: 3.7

### MNIT JAIPUR

B.TECH IN INFORMATION  
TECHNOLOGY  
Jul 2013 | Jaipur, India

## SKILLS

### Languages

• SQL • Python

### Databases

• Oracle • MySQL

### Tools

• Jira • Tableau

## CERTIFICATIONS

- Salesforce AI Associate
- Salesforce CPQ Specialist
- Salesforce Administrator
- Salesforce Service Cloud Consultant
- Salesforce Data Architect

## VOLUNTEERING

- Volunteered with NPS (National Parks Service) helping visitors at Golden Gate National Recreational Area
- CSR at Deloitte: Co-led volunteering to clean Guadalupe River Park for Deloitte's Impact Day

## EXPERIENCE

### DELOITTE

SEP 2018 - PRESENT

Senior Consultant

Toronto, ON

- Led Risk Assessment app implementation to centralize and automate compliance, cutting assessment time from 3+ days to <1 hour for 60+ firms
- Designed and coordinated the build of a Salesforce app to handle Permanent Residence and Citizenship application processing for a major G7 country
- Led workshops to train new hires on Agile methodology and best practices

Consultant

San Francisco, CA

- Product owner for a healthcare client to automate identification of Oral Grievances, leveraging machine learning and IT, improving case resolution time for customer grievances from 144 to 72 hours
- Led Salesforce Service Cloud implementation to launch customer support console for 450 agents of a skin-care firm to reduce call handling time. Also launched 2 new support channels, live agent and web to case, shifting 12% of case volume from phone calls to these channels in the first week of launch
- Delivered a customized customer support platform for a leading bay area tech company (~2T market cap) to align support processes. This involved coordinating over 7 third-party integrations and migrating 1M records
- Defined the vision and product road map for a leading Japanese media/gaming company to consolidate customer experience across Europe, Asia and NAMER
- As product lead, managed redesign of partnership management process for major pharma firm. Delivered app as single source for all partnership data
- Led UX and engineering team to build Salesforce powered Emergency Needs Portal to crowdsource donations for COVID-19 first responders and emergency homeless shelter. In 4 months of launch, San Diego community donated 350K critical items with market value of 500K USD. Gained public applause on LinkedIn

### SATEC GLOBAL

Regional Sales Manager

SAN FRANCISCO, CA

Mar 2018 - Aug 2018

- Provided strategic guidance for marketing priorities to deliver operational results and increase sales growth via collecting and analyzing sales data
- Evaluated client demands, negotiated timelines and initiated the transition to using Salesforce for the sales management

### ACCENTURE

Senior Business Technology & Delivery Analyst

BANGALORE, INDIA

Jul 2013 - Dec 2016

- Collaborated with clients to transform business requirements to technical ones
- Reduced spend for a leading electronics retailer, by designing workflow in HP Operations Orchestration, to automate periodic patching of Linux servers
- Performed gap analysis for a Fortune 500 company, leveraging their service networks data, resulting in initiatives to fix issues with their customer targeting
- Awarded employee of the month for strategizing automation for banking client