

Imran Sarwar

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Summary

I am a seasoned CRM Consultant with a proven track record of success in Salesforce technology. With over a decade of experience in the IT industry, I have developed core expertise in CRM and secondary expertise in CMS and Digital Marketing tools. Throughout my career, I have demonstrated my ability to achieve results and improve KPIs across various industries in both Australia.

As a Senior Salesforce Consultant at Ennovative, I have had the opportunity to leverage my 7 years of experience in Salesforce Technologies. I am well-versed in Government & Public Sector CRM and Cloud Solutions, and Salesforce Public Sector Solutions.

My skills encompass a broad range of areas, including Administration, Feasibility Analysis, Effort Estimation, Requirements Analysis, Application Design, Review, Unit Testing, System Testing, Data Migration, Service & Health cloud applications on SFDC platform using both custom & standard functionalities. I also have experience in Tableau, PowerBI, and Einstein Analytics Integrations with Salesforce, as well as unmanaged/managed packages and Salesforce Security analysis.

Notably, I have played a pivotal role in digital transformations for State Government and Local Council level projects, where I have led the planning, execution, and deployment of 7 Full Cycle Local Government Projects. My ability to deliver on project objectives within a set timeline has earned me a reputation for excellence.

I am a proactive, results-driven professional who is always seeking new ideas and opportunities to add value to any project or team.

Experience

Senior Salesforce Consultant

Ennovative Pty Ltd

Apr 2012 - Present (10 years 11 months)

As a Principal Consultant and Architect at Ennovative, I have played a key role in building innovative solutions to transform digital processes for Local Governments in Australia. Some of my key accomplishments include:

- Building the CFSuite product, a request management tool on Salesforce, and implementing the Request Management module for 8 Local Councils of Australia.
- Leading the team in building an integration between TESLA & Department of Energy & Mining to store data in Salesforce.
- Currently building a new Complaint Management tool for Ennovative, targeting State Departments.
- Designing and implementing Venue and Rates management solutions as part of the CFSuite product for Local Government of Australia.
- Overseeing the development of a Councilor Management portal, Community Engagement, and Volunteer Management solutions for Local Government of Australia, all of which will be integrated into the CFSuite product.

In addition, I possess the following skills:

- Expertise in requirements gathering and feasibility assessment for CFSuite managed packages.
- Skilled in identifying and introducing business processes, procedures, and work practices.
- Experience in conducting discovery sessions to analyze and document business requirements.
- Ability to create and maintain work instructions, training documentation, and conduct formal training sessions for onboarding staff.
- Proficient in using modeling techniques to create system specifications and design.
- Proficient in Agile Scrum methodology for project management and conducting daily scrum meetings.
- Technical expertise in designing and architecture of new Salesforce solutions.
- Knowledge of Salesforce's Project Management and Human Resource Management tools.
- Experience in deployment using Gearset tool from Sandboxes to Production environment.
- Ability to review previous solution design from vendors and provide recommendations when necessary.



Volunteer

iDonate

Sep 2011 - Mar 2022 (10 years 7 months)



Digital Marketing Coordinator

Car Hire Shop

Dec 2010 - Feb 2012 (1 year 3 months)

- * Supporting marketing initiatives.
- * Creating and managing mailing lists.
- * Handling product and service launches.
- * Editing marketing material.
- * Negotiating sponsorship agreements.
- * Researching market trends.
- * Identifying and engaging with vendors.
- * Coordinating marketing events.
- * Developing and sourcing content for digital platforms.
- * Optimize SEO.

Education



University Of Lahore

Master of Philosophy (MPhil), Business & Investment

2011 - 2013



Superior University

Master of Business Administration (MBA), Business, Management, Marketing, and Related Support Services

2008 - 2010














University of the Punjab

Bachelor of Commerce (BCom), Business/Commerce, General

2006 - 2008

Licenses & Certifications

-  **Salesforce Certified Administrator** - Salesforce
-  **Salesforce Certified Sales Cloud Consultant** - Salesforce
-  **Salesforce Certified Service Cloud Consultant** - Salesforce
-  **Salesforce Certified Community Cloud Consultant Certification** - Salesforce
-  **Salesforce Certified Advanced Administrator (SCAA)** - Salesforce
-  **Salesforce Certified Sharing and Visibility Architect** - Salesforce
-  **Salesforce Certified Data Architect** - Salesforce
-  **Salesforce Certified Platform App Builder Certification** - Salesforce
-  **Salesforce Certified Platform Developer I** - Salesforce
-  **Salesforce Certified Application Architect** - Salesforce
-  **Salesforce Certified Identity and Access Management Architect** - Salesforce

Skills

E-commerce • Business Planning • Business Analysis • Entrepreneurship • Business Strategy • Management Consulting • Business Intelligence • Quantitative Analytics • Product Management • Analysis