

## Contact

me@imransarwar.com

www.linkedin.com/in/imransarwar2  
(LinkedIn)

www.imransarwar.com (Personal)

## Top Skills

E-commerce

Business Planning

Business Analysis

## Languages

English (Professional Working)

Urdu (Native or Bilingual)

Hindi (Professional Working)

## Certifications

Salesforce Certified Administrator

Salesforce Certified Community  
Cloud Consultant Certification

Bing Ads Accredited Professional

Salesforce Certified Sales Cloud  
Consultant

Salesforce Certified Service Cloud  
Consultant

# Imran Sarwar

Helping Australian Businesses Grow Faster Online

Lahore G.P.O., Lahore, Pakistan

## Summary

I am a CRM Consultant with experience in a variety of CRM, CMS and Digital Marketing tools, I am keen to explore new ideas and opportunities. I am passionate about results and improving KPI's. My success has been proven in different industries in Australia and Pakistan.

### Professional Summary:

- Working as a business analyst in Ennovative Pty Ltd, having around 10 years of experience in IT industry with CRM as core and Digital Marketing as Secondary technologies.
- Experienced in 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.
- Experienced in various CMS and analytic tools.
- Strong Knowledge of SFDC standard Data structures and Force.com platform.
- Handled deployment of SFDC components, packages, Classes and Triggers into Sandbox and Production Environments using Force.com IDE in eclipse.
- Working Experience in Einstein Analytics and created advanced AI Reports and Dashboard in SFDC.
- Experience in customizing email template (HTML, Visual force with apex components) and Email Configuration.
- Good experience in defect fixing involved in unit, integration, smoke testing during SIT and UAT phases.
- Working Experience in Salesforce lightning.

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## Experience

Ennovative Pty Ltd

Business Analyst

April 2012 - Present

Adelaide, Australia

- Requirements gathering and Feasibility check on CFSUITE unmanaged package
- Investigating, identifying and introducing business processes, procedures and work practices.
- Creating work instructions and training documentation, and conducting formal training sessions for onboarding staff.
- Conducting discovery sessions to analyze and document business requirements.
- Using modelling techniques to create system specifications and design.
- Assisting in the preparation of user and system test plans and carrying out appropriate system and user acceptance testing and reporting of defects and resolutions
- Ensuring all documentation and process maps are continuously updated and maintained to the right level for the project.
- Handling technical requirements across new Salesforce solution including design and architecture
- Reviewing previous solution design from vendors and provide recommendations when necessary
- Deployment using Gearset tool from Sandboxes to Production environment
- Managing Salesforce Partner portal and partner community presence.
- Implementing Automation on Lead Assignment and opportunity forecasts.
- Implementing Marketing Cloud for marketing automation and emails
- Mailchimp, Campaign Monitor integration with Salesforce email marketing campaigns.
- Using Agile Scrum methodology for project management and conducts daily scrum meetings.

iDonate

Founder

September 2011 - Present

Lahore, Pakistan

The agenda behind building this non profit organization was to work as a bridge between donors and needy people. Within 2 years of working iDonate is taking care of people under followings:

- 1- Community Services
- 2- Education
- 3- Virtual Blood Bank
- 4- Health Services

## 5- Income Support Programs

### Car Hire Shop

#### Online Coordinator

July 2009 - January 2012 (2 years 7 months)

Melbourne, Australia

- Business process documentation and design.
- Managing marketing campaigns and communications.
- Responsible for various Market Researches, Data analysis and reports.
- Online promotions & merchandising to maximize conversion rate & average order value.
- Managing Website & Website Support
- Optimization using various Analytics & usability testing.
- Email template creation and email automation with Mailchimps.

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## Education

### University Of Lahore

Master of Philosophy (MPhil), Business & Investment · (2011 - 2014)

### Superior University

Master of Business Administration (MBA), Business, Management, Marketing, and Related Support Services · (2008 - 2010)

### University of the Punjab, Lahore

Bachelor of Commerce (BCom), Business/Commerce, General · (2006 - 2008)