ASHITA KOTHARI

Sr. Salesforce Consultant

PROFILE

- Sr. Salesforce Consultant, having 4+ years of experience with Salesforce, working primarily in **Salesforce App Development and Package Developments** along with AppExchange Listings and Security Review process. Trial Management is another expertise.
- I am having good hands-on experience in Apex, Aura, LWC, VF Pages, and API Integrations.

CONTACT

Email

ashkothari1997@gmail.com

Phone

+91 8107820310

CERTIFICATION

EXPERIENCE

Concretio Apps Pvt. Ltd, Jaipur, Sr. Salesforce Consultant

Mar 2018 - Present

SKILLS

Salesforce:
Salesforce Administrative Tools, Apex, Aura, LWC, VF Pages, API Integration, Packaging and App Exchange, License Management and Trials, Feature Management, and Extension Packages.
Salesforce CLI: VS Code and Developer Console

Operating Systems:
macOS, Windows

Programming Languages:
Java, Apex

Web Programming
Javascript, jQuery, HTML, PHP

Databases
Oracle, MySQL, SOQL

Code Version Control System:
GIT, Bitbucket, Source Tree

Project Management
PractiTest, Teamwork, Airtable, Jira

Sales and Marketing Tool
Marketing Cloud, CPQ, Sales Cloud, Service Cloud

PROJECTS

Purlos - Tech Lead and Developer

Purlos is an EdTech software company that works with Further Education Colleges & Universities to help them grow both their revenue and enrollment by converting and retaining more students during the admissions process.

Project Description

1. Custom Dashboard: **(Efficient)** than the standard one, Auto-refresh, interactive charts, etc.
2. Campaign Planner: As per their requirement, a component was built to plan the FY and events that will happen in the year. A calendar-like view was created.
3. Opportunity management and conversion

Responsibility

- The core responsibility was to design the architect and prepare solutions for the requirement.
- Designing the framework in LWC.
- Deployment by Gearset.
- Version Controlling by Git

WF Recon(ISV App) - Tech Lead, Solution Architech, Developer

The app was designed to track the Jobs placed at different locations and crew members who are involved in the Job. Time tracking is another feature that allows the crew member to clock in/out on a job with the locations.
Another good is Asset Management and Timecards Management and Custom Calendar which are able to drag the dates for any job.

Responsibility

- Development(Apex, Batch Apex, Triggers, Aura)
- License Management
- Package Management and Security Review
- Solution Planning

Kudoz- The Opportunity Analyzer(ISV App) - Architect and Developer

Kudoz optimizes Salesforce for Marketing through ongoing Data integrity analysis & Data handling workflows.
The app will detect anomalies and automate suggested solutions that will allow the Marketing Team to Claim Missing Credit, and develop a better end-to-end customer experience through building a Holistic view of any Opportunity.
We ensure actions are pushed to those who can fix the issue in real-time, and those actions can be escalated if delays ensue.
This ensures month- and quarter-end sprints to clean data up for executive consumption disappear, and the value of correlated marketing and sales data finally makes it into the realm of trust for executive decision-making.

Responsibility

- Developing Salesforce App components, like Lightning Components, Lightning Web Component
- Building Reports and Charts
- Packaging & Security review.

Team Size

3

Pardot Integration: Developer

A quick integration with Pardot to track the visitor's email activity.

Responsibility

- Logical Implementations(Pardot Integration using Batch Apex and API Framework)
- Deployment

Kowalah - Uber for Babysitters(Community App)

This application is just like an uber/ola. The only difference is it's for Babysitters
This is a salesforce lightning community solution for 2 types of users, Parent, and Sitter. The community is fully responsive and primarily being used on Mobile Phones!
Users can sign-up themselves via community and as it's a babysitting app there is a few Manual profile/document review process that makes that signed lead to be converted in contact and then to a Community User!
When a parent is verified and signed up they can start booking a request for babysitting, when a parent submits a booking request all nearby verified sitters (15 miles radius in birds-eye view) get an offer created and notified via SMS and Email and then they can click on the link to open that offer and accept/reject.
then reviews the sitters and can see the about me of sitters and select the desired one for booking.
The sitter will get notified when he/she got selected and also 8 hours before the booking time.
Payment: Payment is automatically being calculated based on some predefined formulas in salesforce(just like uber invoicing), parents also add their cards in the system(stripe integration) so an admin can verify billing on the next day of booking and bulk charge them!

Responsibility
- Created Objects, Fields, and Relationships.
- Worked on Email Templates and Email Alerts.
- Automated the App through Flows, Workflow Rules, and Process Builders.
- Managed Test Scenarios, Test Cases, and Project Requirements with tools like Airtable and Practitest.

Team Size
5

Fulcrum(2-way syncing: API Integration) - Developer and Project Lead

The workforce is undergoing a digital transformation with Fulcrum.
They empower clients to fully optimize their total workforce using our technology to market work to all talent channels: online talent platforms, professional services, staffing agencies, and existing and prospective employees.

Responsibility
- Developing Data models, Layouts, Processes, API Integrations, Reports/Dashboards, and Lightning Components to let the Fulcrum team drive key business decisions right from Salesforce.
- Used API Integration, Process Automation, Invocable Action, Apex
- Deployments
- Team Assistance

Team Size
3

AS to AFHK Data Merging - Data Specialist

Action for Healthy Kids is a public-private partnership of more than 75 organizations dedicated to promoting school health.
The customer was having 2 production org, 1 is to maintain the schools and the partnerships, another one to have the Schools and Donors. They were paying double to Salesforce and had 70% similar data in both orgs so it was hard for them to make them updated all the time, so they decided to merge the data!
It involves the deployment of new fields and objects to the destination org and then Data merging.
While merging, they wanted to have the most updated field value to be considered as the final value, so there was a need for data merging and manipulation on exported data.
Both orgs have 200K+ accounts and nearly 50k+ records in 5-10 more related objects.

Responsibility
- Deployments

- Data Export by Data Loader
- Data merging & manipulation using Excel, Vlookups, etc
- Data Import

LBP-Learning Beyond Paper(One North Coast) - Developer and Tech Lead

Learning Beyond is a 100% online curriculum for infants, toddlers, preschoolers, and pre-kindergarten; developed by early learning educators, preschool directors and owners to offer an affordable, high-quality, equity-focused, environmentally-friendly curriculum to ALL providers.
Salesforce is integrated with the server for creation of school and activating and deactivating the school user.

Responsibility
- Project Management
- Development(API integration)
- Team Assistance
- Deployment

Team Size
2

Textey: AppExchange Product - Developer and Tester

The most comprehensive text-messaging (SMS/MMS) solution for Salesforce.
We upgraded the app with a new UX similar to Mac Mail Inbox App where users can see their conversations and communicate. Also**,** providing Interface from Utility Bar.

Responsibility:
- Apex Test Classes for test coverage
- Maintenance testing followed by regression Test.
- Security testing based on the User role.
- Performance testing by creating bulk data.
- Load and stress testing for verification of the app for its reliability and usability.

EDUCATION

M.SC. IT, Aryan College, Ajmer

Mar 2018 - Mar 2020

BCA, Aryan College, Ajmer

Mar 2015 - Mar 2018