

Deepak Goel

CRM Professional

Technical Professional with 8+ years of proven experience as a Software Developer, Solution Designer and Technical Lead in Salesforce and Siebel Platform Configuration, Administration and Development with domain knowledge of Financial and Telecom.



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Dubai, United Arab Emirates 📍

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WORK EXPERIENCE

Lead Technology Synechron Technologies

05/2019 - Present

Dubai, UAE

Role & Responsibilities

- Capturing requirement from business team & designing CRM application for new functionality
- Involved in identifying overall solution approach, writing technical design for it and implementation of it.
- Involved in handling integration with engagement services team for campaign and lead data from different channels and Me-mobile team for SMS related Campaigns and Cases.

Senior Software Engineer Bharti Airtel Limited

05/2018 - 05/2019

Gurugram, India

Role & Responsibilities

- Capturing requirement from business team and then configuring the SFDC B2B Application for new functionality, modifying existing functionality and bugs associated to them.
- Involved in handling integration with D&B
- Responsible for end to end design and integration flow for many interfaces and led the Team for Lead Integration with Web and other channels.

Senior Software Engineer WM Logistics India Pvt Ltd

01/2018 - 04/2018

Gurugram, India

Role & Responsibilities

- Involved in successfully transforming the existing Siebel OTC application to SFDC.
- Setting up custom and standard objects in Salesforce for new CRM including configuring fields, layouts of objects and setting up Custom Apps in Salesforce.

CERTIFICATES

Salesforce Certified Sales Cloud Consultant

Salesforce Certified Platform App Builder

Salesforce Certified Administrator

Salesforce Certified Platform Developer I

EDUCATION

B Tech in Computer Science & Engineering

Guru Gobind Singh IP University

08/2008 - 06/2012

New Delhi, India

SKILLS

Salesforce

Sales Cloud

Apex

Visualforce

SOQL/SOSL

Javascript

Rest API

HTML

Oracle Database

CSS

Siebel

Agile Framework

WORK EXPERIENCE

Senior Systems Engineer Infosys Limited

08/2012 - 12/2017

Pune, India & Sydney, Australia

Role & Responsibilities

- Developed a quick POC for a Salesforce application for a prospective Client.
- Design, setup and maintain Salesforce standard objects, custom objects, junction objects and fields. Object relationship setup including Master-detail and lookup.
- Customization in salesforce.com scopes such as users, record types, groups, accounts, contacts, custom objects, pick lists and page layouts
- Actively involved in designing and configuring Siebel UCM application known as Group Customer Master (GCM) for various new projects and CRs. Project mainly involves use of Siebel EAI and EIM with Siebel Configuration and Scripting.
- Designing & Building Web Services to handle complex integration logic with applications like ESB & Informatica.
- Involved in supporting and configuring RB application for Westpac. Project mainly included use of Siebel Configuration, Scripting, Siebel Open UI, EAI and EIM.

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

SUPPORTED CAUSES

Fit India Movement

Food For All

INTERESTS

Chess

Sci-Fi Movies

Astro Physics

Cricket