

ANSHIKA CHAKRAWARTY Salesforce Developer

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PROFESSIONAL EXPERIENCE

Salesforce Developer, Accenture Mar'21 - Present, Pune

Project Name : DTE Marketing Cloud

Team Size : 10

Client Name : Phillip Morris International

Skills : SFDC, SFMC, Integration, AWS, Node JS

Synopsis : Detail-oriented Salesforce Developer with extensive experience in developing and implementing solutions for B2B eOrdering functionalities, FIELO Installed Package, Social Messaging Apps, Einstein Analytics, Community Setup, and Marketing Automation tools.

Role :

- Developed and implemented B2B eOrdering functionalities, including PreOrdering, Back in Stock, MultiStorefronts, and Return Orders, through integrations between Salesforce (SFDC), Salesforce Marketing Cloud (SFMC), and various APIs.
- Enhanced FIELO Installed Package by developing features such as Course notifications and points validity, ensuring seamless functionality and user experience.
- Developed custom Apex triggers, classes, and batch processes to automate business processes and enforce data integrity.
- Integrated Salesforce with external systems using REST/SOAP APIs, ensuring seamless data flow between platforms.
- Designed and developed Social Messaging Apps hosted on AWS, including Twilio, Line, Viber, and Zalo, utilizing Node JS and React JS for efficient communication and engagement.
- Collaborated on Einstein Analytics projects within Marketing Cloud, leveraging data insights to optimize marketing strategies and campaigns.
- Implemented Community setup for diverse markets, enabling effective communication and collaboration among stakeholders.
- Utilized Automation Studio, Journey Builder, Mobile Connect, and Mobile Push functionalities for marketing automation, enhancing customer engagement and conversion rates.
- Led the implementation of UTM Tags in Email Studio and facilitated the connection between SFMC and Google Analytics, enabling comprehensive tracking and analysis of marketing efforts.
- Worked closely with business stakeholders to gather requirements and translate them into technical solutions within Salesforce.
- Participated in code reviews and provided constructive feedback to ensure code quality and maintainability.

Salesforce Developer, Infosys Oct'18- Mar'21

Project Name : IGNITE

Team Size : 5

Client Name : Reckitt Benckiser

Skills : Apex, Visualforce, Triggers, SOQL, JavaScript

Synopsis : Ignite is a Sales Application implemented on Force.com and is used for Ordering process. It offers various functionality like Workflows, Approval Process, Forecasting, Triggers, managing master data, etc.

Role : Worked in a team of 5 as the Salesforce Developer and Admin for IGNITE rollout in South African region. Involved as an individual contributor in enhancing the functionalities assigned to me. Developed user interfaces involving HTML, Visualforce and JavaScript. Implemented SOQL Queries to interact with the database to retrieve, insert and delete data effectively on Workbench and Dataloader. Worked as a developer in 4 regions of IGNITE.

EDUCATION

Degree

University/ Board

B.Tech (ECE) Bundelkhand Institute of Engineering and Technology, Jhansi (76.27%)
12th St. Mary's Convent Inter College, Lucknow (94%)
10th St. Mary's Convent Inter College, Lucknow (91.6%)

TECHNICAL SKILLS

- **Operating Systems** : Windows (2010)
- **Databases** : SOQL, SQL, PostGres, MySQL
- **Languages** : Apex, Visual Force, JavaScript, Python, Java, Node JS, React JS
- **IDE and Tools** : Visual Studio Code, Eclipse, IntelliJ
- **Project Methodology** : Agile SCRUM
- **Project Management Tools** : JIRA, Confluence, Bitbucket
- **Web/ App. Server** : AWS
- **Force.com Skills** : Sales Cloud, Service Cloud • Apex Language, Apex, Trigger, Workbench, Data Loader, SOQL, Visual Force Pages / Components, App Exchange, Workflow, Approvals, Process builder, Flow Builders, Integration – REST and SOAP API, Security Settings, Role Hierarchy, Users, Profiles & Permission Set, Data Migration, Lightning Aura component, Lightning web Component
- **SFMC Skills** : Email Studio, Automation Studio, Journey Email, SSJS, Query Activity, Contact Builder, Content Builder, Mobile Connect, Mobile Push, Analytics Builder, Reports, CloudPages, Einstein Analytics

CERTIFICATION

- **Salesforce Admin** Certified
- **Salesforce PD1** Certified
- **Trailhead Badges**: Four Star Ranger - **35 badges** - 32850 points
- **Microsoft Excel** - Excel from Beginner to Advanced – Udemy
- **The Complete SQL Bootcamp** - Udemy