

Prajal Deshmukh

Salesforce Professional, Empowering Business Solutions

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Summary

As a Salesforce Certified Professional with 7 years of experience in Salesforce Analyst, Consulting & Administration, I have consistently demonstrated a strong record of client satisfaction. My expertise lies in explaining highly complex data systems in a clear and concise manner, making them easily understandable to diverse audiences. I am a proven multitasker, independent worker, and team player, and adept at collaborating with colleagues to achieve common goals. With a passion for staying up-to-date with the latest trends and developments in the industry, I am committed to providing innovative solutions that drive business growth and success.

Professional Experience

04/2022 – present

Salesforce Staff Analyst

Seagate Technology

Seagate, a global leader in the storage industry for over 45 years, has been an early customer of Salesforce for over 22 years. Due to this long-standing relationship, Seagate's Salesforce instance is complex yet effective for its unique sales approach. As a Staff Analyst, my key responsibilities and deliverables include,

- Created a Partner Community in Experience Cloud for Seagate's direct Partner, providing them with a platform to collaborate and drive business success together
- Designed and developed Lightning Record Pages and Console Apps for Seagate's Lyve Cloud, providing an intuitive user interface and improved user experience
- Managed Seagate's key relationships and identified areas for enhancements to increase customer satisfaction, resulting in improved customer retention and revenue growth
- Elicited and understood stakeholder requirements, leading a team of developers to deliver cutting-edge solutions that exceeded expectations and increased productivity
- Acted as a Subject Matter Expertise for Seagate's Lyve Cloud and Lyve Mobile Solutions, providing technical guidance and support to stakeholders across the organization
- Migrated Seagate's Process Builders and Workflows to Lightning flow, improving system performance and reducing maintenance efforts
- Collaborated with Architects to implement new features of Salesforce in every Salesforce release, ensuring that Seagate remained up-to-date with the latest technology trends
- Conducted end-to-end UAT and provided training sessions to Sales Reps, enabling them to effectively use new Salesforce features and functionalities to achieve their business goals
- Connected with business users from APAC, EMEA, and AMER regions, delivering process improvements that streamlined operations and increased efficiency across the organization

02/2022 – 04/2022

Salesforce Specialist - Cloud Services and Software

LTI - Larsen & Toubro Infotech

As a Salesforce Business Analyst at LTI (now known as LTIMindtree), I was a part of the Salesforce Practice. Although my journey with the organization was small, I gained valuable insights into how the consulting industry operates.

05/2015 – 02/2022

Salesforce Analyst and Consultant

Vodafone

As a Salesforce expert at Vodafone, my responsibilities included managing and optimizing the Salesforce platform to support the company's telecom operations, ensuring smooth and efficient business processes, and delivering quality customer service, which includes,

- Customized Salesforce instance to meet business requirements and improve user experience by creating Profiles, Roles, Permission Sets, and Page Layouts for various user groups
- Created user stories as an outcome of the requirements gathering sessions, and applied expertise in Requirement Elicitation, Solutions Design, and Debugging to identify and resolve issues
- Worked with various Salesforce out-of-the-box features like Salesforce Einstein, Objects, Tabs, Relationships, Workflows, and other functionalities to enhance the performance and efficiency of the Salesforce environment
- Administered, configured, implemented, and supported Salesforce CRM, and Salesforce applications based on Apex Language and leveraging Force.com Platform
- Developed processes and methodologies to improve efficiency and effectiveness and used Salesforce Administration (SFA), Profiles, Creating Roles, Org-Wide default, Sharing rules, Field Level Security, Flows, Process builder, Reporting Snapshot, Reports, and Dashboards extensively
- Conducted Salesforce Assessments and Interviews for new joiners and provided training on Salesforce.com to help new employees get up to speed quickly
- Created Monthly Service Review reports and presented them to Vodafone Stakeholders and Management to provide insight into system usage and identify areas of improvement
- Led workshops to define and prioritize client requirements and required capabilities, asking hard questions and suggesting best practices to implement efficient business processes
- Committed to excellence, self-motivated, quick learner, and team player with strong problem-solving, analytical skills, and communication skills
- Proficient in using meta-data tools like Salesforce Apex Data Loader

Projects

2022 – present

Seagate Lyve Cloud

Client: Salesforce Lyve Business

Description and Role: As part of the implementation of Seagate's new Lyve Cloud product for cloud-based data storage, I was responsible for creating a new console app and partner community in Salesforce. My primary responsibilities involved gathering information from stakeholders across the AMER, APAC, and EMEA regions, and collaborating with developers to ensure end-to-end delivery of the project

2022 – present

Seagate Key Relationship Management

Client: Seagate Key Executives

Description: As a Salesforce Analyst and Consultant, I am responsible for end-to-end delivery of the Key Relationship application, starting from gathering requirements to providing training on newly developed features to stakeholders. The Key Relationship application serves as a placeholder within the Salesforce instance to store information on high-revenue-generating OEMs

09/2022 – 12/2023

Seagate PLM Business Case

Client: Seagate Product Management Team

Description and Role: As a Salesforce consultant, I led the Product Lifecycle Management project, enhancing an existing Salesforce application created in 2012. The goal was to modernize the application and bring it up to date with the latest cutting-edge technologies, including LWC, Lightning Flows, Dynamic Pages, Sales Engagement, and Tableau reporting. By leveraging these technologies, we were able to remove old redundancies and streamline the application, improving the overall user experience and increasing efficiency. The project was completed on time and within budget, resulting in a highly satisfied client

12/2022 – 01/2023

Seagate App Rationalization

Client: Seagate Sales Operations

Description and Role: As a part of the Seagate project, my primary responsibility was to perform an in-depth analysis of the 270+ applications built in the Salesforce instance over the last 22 years. The aim of this project was to identify the applications that were no longer in use and to determine the feasibility of migrating some of the applications to other appropriate technologies. By leveraging the true capabilities of Salesforce technology, we aimed to optimize the use of Salesforce and remove any unnecessary applications. Through comprehensive analysis and evaluation, we successfully identified several applications that could be migrated to other platforms. As a result, Seagate was able to streamline its operations, optimize its technology utilization, and reduce costs

2015 – 2022

Salesforce Ignite (GBS)

Client: Vodafone Operations Intelligence Services

This project was focused on enhancing the Sales cloud experience for Vodafone's sales, service, and marketing teams

Description and Role: As a Salesforce expert at Vodafone, I supported over 8,000 sales users across 24 countries, including the UK, Germany, Italy, Ireland, Greece, Spain, Hungary, India, Portugal, and New Zealand. My primary responsibilities involved gathering and documenting requirements, creating user stories, and consulting with users to provide solutions that addressed their unique business challenges. This project was focused on enhancing the Sales cloud experience for Vodafone's sales, service, and marketing teams

2018 – 2019

Vodafone-Idea Joint Venture

Client: Vodafone Idea Limited

Description and Role: In the aftermath of the Vodafone-Idea merger, we initiated a project to establish a new business process for the newly-formed joint venture. The project involved creating a new setup and app specifically designed for JV users while taking into account the potential risks associated with record visibility

Skills

- Salesforce
- Stakeholder Management
- Tableau
- Presentation Skills
- Requirements Gathering
- Understanding Business Process

Certifications

- Salesforce Certified Administrator
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Tableau and Einstein Discovery Consultant

Salesforce Achievements

Salesforce 3X Ranger with 312 badges so far

Selected as Trailhead Salesforce Mentor for 4 times in a row

Education

2010 – 2014 **Bachelor of Engineering in Information Technology**
University of Pune

Personal Skills

- Listening, reasoning and problem-solving abilities
- Quick learner, innovative and self-motivated
- Ability to work with team as well as individually

Interests and Co-Curricular Activities

- Music and Photography
- Community Volunteer at U&I NGO
- Volunteer for Thalassemia Awareness Rally (2012-Present)
- Content Writer at iContent (2016-2018)