

Consultant with 6+ year of hands-on experience in Customer & Marketing, Retail and Finance domain developing solutions with Salesforce Technology involving Salesforce lightning , Apex, LWC, Triggers etc. During my tenure also gained experience on python, Java Scripts, Oracle SQL and Tableau

## PROFESSIONAL SUMMARY

- Experience in Salesforce Development, Salesforce Administrator, Salesforce Lightning
- Expertise in implementing the Security Model (Object, Field & Record level) in Salesforce.com
- Experienced using Salesforce Development including Apex, Visualforce, triggers,LWC
- Experienced using Salesforce Administration and Creating Roles, Profiles, and Page Layouts.
- Strong practical expertise on Process Builder, Validation Rules, Workflows.
- Experience with Salesforce Reporting & Dashboards.
- Experience in all phases of SDLC – Requirement Gathering, Design, Development, Testing and Stabilization Support.
- Experience in solution delivery, primarily within Retail, consumer and Finance Industry and have worked with various leading firms to effectively execute and deliver analytically intensive projects pertaining to Data Analytics.
- Expertise in implementation of Java scripts and Java
- Salesforce certified with completion of PD1 certification
- Skillful knowledge for projects driven by Waterfall and Agile framework for finance and retail
- Involved in Sprint Planning, Sprint Review and Sprint Retrospective meetings in Agile Methodology.
- Experience on designing and executing test cases to validate the functionality and performance of Salesforce applications and integrations
- Experience in developing and maintaining comprehensive test plans and test scenarios to cover all aspects of the Salesforce platform, including data validation, user interface testing
- Good interpersonal skills, committed, result oriented, hard working with a quest and zeal to learn new technologies
- Expertise in analyzing large and complex datasets through analytics platform and a degree of proficiency in Microsoft Excel.
- Sharp Analytical and problem-solving abilities directly impacting client decision making.
- Ability to transform business requirements into optimized technical implementations, with minimal guidance.
- Proven experience in working with complex datasets and developing highly scalable solutions, which can act as a platform for future implementations.
- Capable to delve into the new leading Technologies and adapt any new environment.
- Good work ethics with excellent oral/written communication and interpersonal skills. Ability to work well in both a team environment and as an individual.

## TECHNICAL PROFICIENCIES

- Apex (SFDC) -Salesforce Lightning, Triggers, Classes, Workflows, Visual Force, Process Builders, Custom Controllers, Standard Controllers, Controller extension, Test Classes
- Salesforce LWC
- Salesforce Lightning and Einstein Analytics
- Python and Java Scripts
- **Databases:** Oracle

## EXPERIENCE

### Consultant in Deloitte

<b>Project – 5</b>	<b>MARS Salesforce Implementation</b>
<b>Duration</b>	January 2023 – Till date
<b>Client</b>	MARS
<b>Domain</b>	Customer and Marketing
<b>Role</b>	Consultant
<b>Details</b>	Accenture initiative to create a generalized solution in the banking domain that could be leveraged across multiple domains, Agile based dynamic solution that's changing with dynamic needs of the client.
<b>Tasks Performed</b>	<ul style="list-style-type: none"> <li>• Developed custom components including data model, triggers, classes, validation rules, workflows, and flows.</li> <li>• Created user stories using Apex and LWC for adding hazard details and supplier mitigation steps. Implemented compliance management and live chat with pre-chat forms and knowledge articles.</li> <li>• Conducted peer code reviews and ensured adherence to best practices.</li> <li>• Involved in design, development, testing, deployment, and data migration of complete application.</li> <li>• Implemented automation functionality, including workflow rules and process builder flows.</li> <li>• Created reports and dashboards to provide insights into system data and inform business decisions.</li> <li>• Provided ongoing support and maintenance, including troubleshooting and bug fixes.</li> <li>• Conducted code reviews to guarantee code quality and adherence to best practices, maintaining a high standard of excellence across the project</li> </ul>

<b>Project – 4</b>	<b>BAT Salesforce Enhancement</b>
<b>Duration</b>	October 2021 – December 2022
<b>Client</b>	BAT(British American Tobacco)
<b>Domain</b>	Customer and Marketing
<b>Role</b>	Consultant
<b>Details</b>	British American Tobacco wanted to build and enhance their existing Customer relationship management system based on salesforce and add new feature based on User requirement
<b>Tasks Performed</b>	<ul style="list-style-type: none"> <li>• Spearheaded end-to-end Sales process analysis, design, and estimation to enhance overall business performance, collaborating with senior architects to ensure a successful delivery plan and data migration strategy</li> <li>• Cultivated relationships with stakeholders across multiple countries, gathering insights and requirements, and translating them into actionable plans for improving existing implementations</li> <li>• Orchestrated the implementation of Compliance Management, including pre-chat forms, knowledge articles, and live chat functionality, providing real-time support and increasing customer satisfaction</li> <li>• Conducted code reviews to guarantee code quality and adherence to best practices, maintaining a high standard of excellence across the project</li> <li>• Collaborated closely with DevOps teams to manage deployments and develop strategies for continuous deployment and code syncing across various orgs, ensuring smooth operations and seamless integrations</li> <li>• Designed and developed a robust data model, reusing existing functionalities to maximize efficiency and minimize project costs, and developed custom Lightning Web Components to provide enhanced functionality</li> <li>• Utilized Salesforce Survey in Live Chat to gain customer feedback, making data-driven decisions that positively impacted business outcomes.</li> </ul>

## Senior Application Development Analyst in Accenture

<b>Project – 2</b>	<b>Salesforce Innovation Implementation (Einstein Analytics, Einstein Bot, Lightning Web component, Apex)</b>
<b>Duration</b>	January 2020 – September 2021
<b>Client</b>	Internal
<b>Domain</b>	Finance
<b>Role</b>	Lead Developer
<b>Details</b>	Accenture initiative to create a generalized solution in the banking domain that could be leveraged across multiple domains, Agile based dynamic solution that's changing with dynamic needs of the client.
<b>Tasks Performed</b>	<ul style="list-style-type: none"> <li>Involved in identifying, planning and implementing new Salesforce.com feature and functions (workflow, objects, reports and apex code) to meet business requirement.</li> <li>Designing and developing the Classes, Triggers, Standard Controllers, Custom Controllers as Salesforce system Developer and developing Batch Apex classes and running them through Apex jobs.</li> <li>Role is to develop Dashboards, Web Apps, Reports, Chatbots on salesforce utilizing Einstein Analytics, Einstein bot, Lightning Web component, Apex.</li> <li>While developing Web Apps worked on multiple lightening features like NBA, lightening flows, lightening record pages, Customer 360, Service console, Commercial console etc.</li> <li>Worked on Salesforce configuration related to profile roles, page layout, record type, permission set, manual sharing, creation of users, field level security and OWD.</li> <li>Preparation of Daily, Weekly, Monthly Performance Status and Internal reports to Senior management</li> <li>Experienced using Salesforce Development including Apex, Visualforce, triggers.</li> <li>Experienced using Salesforce Administration and Creating Roles, Profiles, and Page Layouts.</li> <li>Strong practical expertise on Process Builder, Validation Rules, Workflows, Salesforce Reporting &amp; Dashboards.</li> <li>Delegating and managing project work across the team or sub team along with coaching and mentoring team members. Responsible for ensuring effective communication within team.</li> <li>Responsible for end to end delivery of each phase and the entire project effectively.</li> <li>During the entirety of the project have gained expertise of client organization, different downstream, its business and strengthened the hold on life sciences domain. Based on the knowledge gained can identify, adapt and apply relevant expertise to deliver project objectives.</li> <li>Motivated different team members to create assets that could be leveraged across different projects. Contributed openness to new ideas for business as well as technical process, design and architecture.</li> </ul>

## Application Development Analyst in Accenture

<b>Project – 1</b>	<b>H&amp;M GOEP Hybris, Adobe AEM, SAP System Integration, Java script)</b>
<b>Duration</b>	January 2017 – October 2019
<b>Client</b>	H&M
<b>Domain</b>	Retail
<b>Role</b>	Application Development Analyst
<b>Details</b>	Retail domain, GOEP working on maintaining the website (adapting changes) like workflows, new technology, third party integrations, customer order management, sales and marketing, taking care of the data integrations of the product in the website, ODW (online data warehouse) which holds/Stores analytical data information.

<b>Tasks Performed</b>	<ul style="list-style-type: none"> <li>• Expertise in implementation of Java scripts and Java</li> <li>• Worked on Restful and SOAP Web Services using SoapUI.</li> <li>• Understanding business requirements and prepared mapping documents to implement business logic</li> <li>• Role involved data integrations of both product &amp; image detail to the website</li> <li>• Managing/creating services for SAP and third-party integration.</li> <li>• Managing/creating services such as Payment confirmation, Inventory management, Product delivery management.</li> <li>• Customer Data migration from client website to Online Data warehouse ODW</li> <li>• Skillful knowledge for projects driven by Waterfall and Agile framework for finance and retail</li> <li>• Involved in Sprint Planning, Sprint Review and Sprint Retrospective meetings in Agile Methodology</li> <li>• Performing research on the different approaches/best practices to tackle the problem, including their pros and cons; Continuously Implementing improvements to project methodology, documentation, and efficiency</li> <li>• Analyzing and fixing defects in SIT and UAT environments with Root Cause Analysis. Automation of load time and performance monitoring using Informatica Repository tables and Custom-built procedures.</li> <li>• Cross-team's technical consultation and knowledge transitions of various code practices implemented in the project.</li> </ul>
------------------------	---

#### BASIC ACADEMIC CREDENTIALS

Qualification	Board/University	Year	Percentage/CGPA
B. Tech (Computer Science Engineering)	JECRC University, Jaipur, Rajasthan	2012-2016	76%
Senior Secondary Examination, 12th	Gitarattan Jindal Public School, Rohini, Delhi	2012	80%
Secondary Examination 10th	Gitarattan Jindal Public School, Rohini, Delhi	2010	85%

#### CERTIFICATIONS AND AWARDS

- Machine learning by Stanford University: Coursera. Certified and completed Salesforce Admin trainings
- Recognized for my performance for the project implementation in Deloitte
- Multiple time 'Impact Recognition' in Accenture for Process Development and Improvement in the various client and internal projects
- State level classical Dancer, Kathak
- Volunteering and Coordinating various Cultural events in college
- Dancer and Arts Director at School Level

#### DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the mentioned particulars.

Place: New Delhi

(Pratishtha Pathak)