



Devi Priya Kumar

Salesforce Module Lead



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Professional Summary

5X Salesforce Certified | Admin | Advance Admin | Sales Cloud
| Service Cloud | CPQ Specialist

Experienced Support Analyst and a Business Analyst with 7+ years of experience working with several stakeholders to implement solutions for their business needs on the Salesforce platform.



Work History

2020-10 -
Current

Salesforce Module Lead

JoulestoWatts Business Solutions Pvt Ltd (Client : VMWare),
Bangalore

- Participate in business process analysis sessions, manage numerous stakeholder engagements, and design technology solutions for these groups with help from associated teams.
- Prepared user stories, Business Requirement Documents (BRD) and support documentation for a variety of projects.
- Worked with native Salesforce quote to cash functionality such as Opportunities, Product Configurations, Product rules, Price rules, Quotes, orders and contracts.
- Involved in the deployment of Salesforce projects, including complex implementations for Sales cloud, Service cloud & CPQ.
- Work on Salesforce automations to streamline processes.
- Create, construct, and deploy customized Salesforce solutions for businesses and other related technologies.

2020-04 -
2020-06

Senior Salesforce Consultant

N28 Technologies, San Francisco

Worked for Multiple clients such as Leia Inc, Aeris Communications, Wildflower Health etc & have worked on both Sales and Service Cloud.



About Me

Hello ! This is Devi Priya,

I'm an enthusiastic learner, with sparks of creativity & uniqueness giving up the best of my ability in whatever I do.

Always up for new challenges and dynamic approach towards work and getting things done.

Believer of smart work which is need of the hour.

Thanks for taking time to review my CV !

- Hands-on :
- Requirements which combines the power of both flow and process builder
- Installation of solutions from App Exchange & configuring it as per the project requirement
- End-to-end Case Management setup.
- Complex reports and Dashboards for concepts such as Forecasting,
- Quota attainment, Sales Representative, Sales Executive, Merged cases, historical trend report for Leads & cases
- Setup Entitlements and Milestones based on the business requirement.
- Export Services.
- Lightning Page Customization.
- Built a solution for Opportunity survey leveraging Screen Flow , Process
- Builder, Lightning Page and Flow components
- Have implemented an Account level Forecasting solution for a specific client
- User Story creation with Mock-up screens.

2019-01 -
2020-01

Senior Salesforce Administrator

Tech Mahindra (Client : Nestle)

- Environment : SFDC Sandbox & production domains (Unlimited Edition) ; API version : 47.0
- Engage is the name of application, which uses Salesforce Service cloud & it is the primary application of Nestle worldwide to resolve consumer complains / Question / Compliment
- Application is used by 50+ countries
- Consumers from any part of world can raise complains / Question / Compliment using Contact US page, Email, Social Media (Facebook, Instagram, and Twitter), Telephone and Live chat.

Roles & Responsibilities : -

- Supporting users of 50+ Markets around the globe.
- Documenting technical insights in the design document propose architectural changes with proper impact analysis.
- Administration of the Salesforce environment. Responsibilities

include customizing and implementing profiles, roles, security settings, sharing rules, applications, custom objects, custom fields, page layouts, Workflow, validation rules, approvals, dashboards, reports, data loader etc.

- Conducting training sessions for new markets and super users.
- Case Management (Analyzing & fixing issues based on tickets)

Completed entire data migration for Israel Market (4 years Legacy Data) from SAP CRM to Salesforce Production Environment. Received Pat on back award for extensive support & successful completion of this activity.

- Integrated Salesforce with Drupal sites (Contact US Forms) such as Nestle.com, Nestle Health Science and Starbucks sites (includes Global site and local sites as well) .
 - Integration of Social Accounts between Social Studio and Service cloud for smooth case handling from Social media (Facebook, Instagram, Twitter).
 - Live Chat Configuration (Skills, Live agent configuration, skills, chat buttons, quick text, deployment)
 - Flows (Creating Surveys and mapping it with cases to trigger based on criteria)
 - Deployment from one org to another using change sets.
 - Expanding or refining sharing rules and access privileges.
- Worked on Nestle GDPR process (Control of Consumer data in Salesforce)
- NTBA (Non Ticketing based Activity) such as Active User who have not logged-In 30/60/90 days, Market Re-certification, Maintenance of Licence.
 - Ticketing tools : JIRA, HPSM, Service Now.

2017-11 -
2019-01

Salesforce CRM Administrator

Merck

Project : THE NEXT MAESTRO

Environment : SFDC Sandbox & production domains (Unlimited Edition) ; API version : 43.0

- Assist in performing and executing functional testing.
- Developing use cases, test scripts, and translate these for usage in automated regression testing.
- User Management (Organization onboarding, Data management, Process automation)
- Develop customizations (new fields, new objects) to Salesforce.com Test business applications and ensure

performance is as designed; work with team members to resolve any issues.

- Worked on App creation with custom objects of type Cases & Complaint Management as per the business requirement. •
- Email-to-Case. Customize Salesforce.com fields, page layouts (For different teams like EMEA,APAC in case management) , record types (For different teams & complaint process) , validation rules(using REGEX & formula) , workflow rules (Send email when criteria met).
- Process Builder(In Complaints approval process & Case Dispatch to another queue).
- Data Import & Export(Import Wizard & Data Loader)

2016-01 -
2017-11

SAP CRM Functional Analyst

Merck

1. Project : The NEXT ERP

Tools : SAP GUI,WEBUI 7.0 EHP4 Update.

UX Application build on SAP UI5

- The NEXT ERP project is build on UX (User Experience) platform to enhance the user satisfaction by increasing the usability , accessibility & efficiency.
- Organizational Data Management.
- Involving in configuration of Customer Interaction Center (CIC).
- Configuring UI views and assignment blocks as per the business process requirement. •
- Computer Telephony Integration (CTI) configurations.
- Working closely with the security team in regards to the roles added. • Providing functional support for the SAP end users and power users.
- Providing extensive production support.
- Migration of non CRM mailboxes to CRM (Deployed more than 150+ mailboxes successfully from gmail & outlook to CRM).
- Being consultant, directly handling the Customer queries daily and resolving their regular issues.
- Knowledge in configuring BP Roles, Activity Types, Number Range, Date Profiles, Text Profiles, Partner Determination Procedure, status Profile, Action Profile, Navigation Bar profile, views, work centers, direct links, and outlook integration.
- BOBJ Reporting Tool.
- Working on The Next ERP UX App,providing functional Specifications,wireframe UI designs.

2. Project : SAP NOW

Tools : SAP GUI,WEBUI 7.0 EHP3 & EHP4 Update.

UX Application build on SAP UI5

- Org Assignment.
- Territory Management.
- Account Management.
- Sales Cycle Unit & Integration Testing.
- Prepared Job Aids & Functional Specification Documents.
- CTI Telephonic Testing.

2015-01 -
2015-06

Software Developer Intern

PRIMORIS SYSTEMS PVT LTD

- Learned software engineering process improvements and best practices.
- Supported development, QA and user experience staff to develop new products.
- Wrote clear, clean code for various projects.
- Developed projects using Asp.net with MVC programming language.



Education

2012-01 -
2015-06

Masters: Computer Applications (MCA)

Dr Mahalingam College of Engineering AndTechnology - Pollachi

2009-01 -
2012-01

Bachelor of Science: Computer Science (BSC CS)

KG College of Arts And Science - Coimbatore