

# Pooja Raval

Salesforce Administrator

Email - poojarawal6893@gmail.com|Phone- 201-936-7324



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## SUMMARY

- Salesforce certified and result-driven professional with 5.5 year of experience in requirement gathering, data management, data analysis and developing overall solution design and recommendations, conduct design review meetings.
- Strategically-minded Salesforce Administrator capable of delivering innovative Solutions impacting Revenue Growth.
- Proven ability with project management skills able to understand organizational objectives by developing roadmaps.
- Team player with strong leadership capabilities, negotiation skills, ability to work independently with diverse clients.
- Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
- Worked on Data Loading Activities using Import Wizard, Force.com Data Loader.
- Worked on Migration from Salesforce Classic to Salesforce Lightning.
- Performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of salesforce.com (SFDC).
- Hands on experience with modeling using ERwin in developing Entity-Relationship, modeling Transactional Databases and Data Warehousing, Dimensional Data Modeling for Data Marts and Fact & Dimensional Tables.
- Passionate for solving customer's challenges by leveraging technology solutions.
- Knowledge of Apex Trigger, Apex Class, Apex Test Methods, Visualforce Pages, SOQL, SOSL, Web Services.
- Configured and maintained user security permissions according to organizational needs.
- Involved in data-mapping and migration of data to Salesforce.com Objects and fields.
- Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, and SOAP.
- Experience to use Informatica Power Center to migrate, replicate, cleanse, and synchronize your Sales force CRM application.
- Excellent knowledge of customer focused IT delivery methods used.
- Excellent communication and inter-personal skills; accustomed to working in both large and small team environments.

## TECHNICAL SKILLS

**Technologies:** Salesforce CRM, Salesforce SFA, Apex Language, Apex

Classes/Controllers,

Apex Batch Classes, Apex Triggers, SOQL, SOSL, Visualforce Pages /

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Components, S Controls, Apex Web Services, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects, Apex Data Loader, Einstein Analytics

**Tools:** Apex Data loader, Apttus CPQ, Steel brick CPQ, DocuSign, GitHub, Web Services APIs like SOAP, Eclipse IDE Plug-in, Force.com Explorer, HP

**Quality**

Center, JIRA and HP ALM

**Languages:** Apex, Visualforce, Java, HTML5, CSS3, PL-SQL, C

**Databases:** MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2.

**SDLC:** Rational Unified Process (RUP), UML, use cases and Use case diagrams, Agile

Methodology / Scrum, Waterfall methodology, V model

**Operating Systems:** Windows XP/Vista/7, UNIX, Linux, Mac OS

## CERTIFICATIONS

- Salesforce Administrator – Credential ID (19437697)
- Salesforce Platform Developer 1 – Credential ID (20662532)

## EDUCATION

- M.S (Information Systems) - Pace University, New York, NY
- B.E ( Computer Science), University of Mumbai, INDIA

## WORK EXPERIENCE

Client: First Data/Fiserv

Apr 2019 – Apr 2020

Role: Salesforce Administrator/BA

Responsibilities:

### Data Migration

- Performed High level data migration from one organization to another.
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- Which involved me in leading into E2E data migration.
  - Skilled in creating functional dashboards and reports, trained over 2500+ users on Salesforce and increased revenue with 23% by integrating product tools.
  - Lead and planned the migration by conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.
  - Created Workflow, Gap and Impact analysis, user stories, test case development and functional design. Provided analysis through all phases of SDLC.
  - Planned testing strategy, created and signed off test-script, executed UAT.
  - Worked on Data Extraction using SOQL , Data clean-up, Data transformation and on meta data using Data loader, workbench, SF inspector, Dataloader.IO , XL connector.
  - Worked on creation of User, Profiles, permission sets, objects, fields, Work Flow, Process Builder, Approval process, Validation rule, Assignment rule, Reports and Dashboards etc.
  - Worked SFDC Production related issues and downtime, Defined and managed release readiness and success criteria based on business requirements.
  - Provide deployment, training, and change management support to business users.
  - Work closely with Stakeholders, SME and business leadership to respond to, and proactively identify, challenges that can be solved with system and/or process improvements.
  - Took ownership of first contact point of the customer for functional related (content) questions.

## Remediation

- Worked on Agile methodology.
- Simplified and reduced technical debt by identifying and deleting unused fields, workflows, validation rules, reports, dashboards, objects, users and more.
- Maintained data quality by identifying and deleting or merging duplicate records, cleansing and updating inaccurate data.
- Assisted in the implementation of security practices by monitoring login and user activity, deactivating unused users, and auditing field and profile access and security permissions.
- Installed and maintained managed and unmanaged packages (Apsona, Field History Tracker etc.)

Client: Humana

Jan 2018 –

Apr 2019

Role: Salesforce Administrator

Responsibilities:

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- Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
  - Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
  - Responsible for enabling network-based security and organization-wide list of trusted IP address.
  - Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
  - Created the workflows for automated lead routing, lead escalation and email alerts.
  - Work closely with prospects/clients to identify technical requirements and technical infrastructure for CRM based enterprise solutions.
  - Worked as enhancement team member and performed the roles of Salesforce.com Administrator in the organization.
  - Worked closely with sales team and business analysts and performed detailed analysis of business and technical requirements and designed the solution by customizing various standard objects of SalesForce.com (SFDC).
  - Involved in the maintenance of the previous versions of the product by addressing bugs and client issues.
  - Maintained and gave permissions to communication templates based on Profiles.
  - Performed Data Analysis and migrated data from SQL Server database to sales force.
  - Responsibilities include defining integration architecture, documenting technical requirements, and identifying success criteria.
  - Involved in integrating web service with SalesForce.com to load Leads back and forth from Salesforce.com to Legacy and vice versa.
  - Developed and configured various Reports and Report Folders for different user profiles based on the need in the organization.
  - Responsible for creating Sharing rules among all the users in Different Roles and Subordinates.

**Client: International Academy of Hope iHOPE**

**Jun**

**2017 – Aug 2017**

**Role: Salesforce Administrator**

**Responsibilities:**

- Experience with Salesforce Lightning, Service clouds and sales clouds.
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- Proficiency in SFDC Administrative tasks like creating and customizing Profiles, Roles, Users, Page Layouts, E-mail Services, Approvals, Workflows, Reports, Dashboards, Tasks and Events, objects, lookup relationships, master-detail relationships, formula Field, validation Rules.
  - Data-Processing: Validate, clean, dimension reduction handling 3 million records of government dataset for model estimation and event studies.
  - Expertise in data migration and integration of traumatic brain injury students' physical and education therapy's data; sharing results among teachers using data loader and using an app from AppExchange.
  - Used Rest Web services to flow the Data from Salesforce to Connected App and vice-versa.
  - Worked on data warehouse QA process and different levels of testing like Functional, Regression, and Integration testing with business scenarios.
  - Enabled Aura Framework, by adding Aura Attributes and Aura Handlers for Events to focus on Logic and Interactions in Lightning Applications.
  - Closely worked with Salesforce.com consultants while implementing the solutions for the requirements.
  - Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
  - Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, and Components, to suit to the needs of the application.
  - Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.

**Employer: Maruti Mumbai Cargo Pvt. Ltd. India**

**Dec 2012 -**

**Aug 2016**

**Role: Business Analyst /Salesforce**

**Responsibilities:**

- Created artifacts to address like Business Proposal, Business Case, Business Requirement Document (BRD), System Requirement Specification (SRS) and Functional Requirement Document (FRD).
  - Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation.
  - Involved in Salesforce.com Application Setup activities and customized the apps to match the functional needs of the organization.
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- Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
- Identified data scenarios and business cases. Created test case development.
- Scripted and automated test cases. Identified source data pattern and reports.
- Developed scripts for comparison with target. Planed and run the SIT (System Integration Testing) for the given LOB.
- Performed data analysis to determine the completeness and accuracy of the data or checked if new data needs to be pulled up/ requested.
- Executed test cases & log results, performed data validation testing as appropriate, tracked defects and participated in defect resolution.
- Developed strategy frameworks to address project scope, planning resources and monitoring activities using MS Project.
- Developed custom Visual force pages customized standard visual force pages to address various business requirements.
- Used Apex Data Loader for migrating records to Salesforce as a backend process.
- Implemented an automated reporting process using SQL and (Tableau/ Power BI) to create executive level dashboards displaying KPIs to assist business in taking decisions and develop strategy.

## REFERENCES

- Available upon need

