Shefali Agrawal

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DOB : 03/03/1993

OBJECTIVE:-

An ambitious, self-motivated, highly dedicated, and energetic professional with **7 years** of experience and seeking new opportunities as a **Salesforce CPQ developer**, **Salesforce Marketing cloud Consultant, also worked on few aspects on Salesforce Billing** and Techno- functional Consultant with a go getter attitude and possessing excellent client facing and interaction skills involving leadership, negotiation, presentation and consultative selling skills in developing transformation solutions on Cloud and involved in the entire Business software development, having an understanding of entire SDLC and different methodologies like Waterfall and Agile, experienced in working in a team both in product and service based companies.

KEY STRENGHTS:-

- Technical working Knowledge of **SFDC CPQ (Configure Price Quote) and Salesforce Billing** platform and its configuration and customization
- Good hands on and working Knowledge of Various functionalities of salesforce CPQ like **Installation of Packages, Configure various Product bundles, Configuring Features, Product options, Option constraints, Price rules, Product rules, Guided selling, Block Pricing, Quote templates, Multi-dimensional Quoting Process, Contract management, Renewals and Amendments, Preparation of proposals and various Quote templates and various other functionalities.**
- Basic exposure of the **Salesforce Billing** flow and Invoice Generation Process and worked on Automation for generation of Credit notes and debit notes generation using Custom API.
- Salesforce Marketing cloud involving Email studio, Journey builder, Mobile studio, Automation studio, Social studio, etc.
- Worked on Customization of force.com platform including - **APEX, classes, Triggers**, SOQL, Visual force pages etc.
- Good Understanding of Client Business Flows and its existing working models.
- Knowledge of **IaaS, PaaS, or SaaS** models involved in the CRM technologies
- Good Analyzing, Client handling and problem-solving skills.
- Fluent and an effective public speaker.
- Excellent selling, convincing, demonstrating, presenting and negotiation skills.

PROFILE AND AREAS OF EXPERTISE:-

➢ TECHNICAL EXPERTISE(SALESFORCE CPQ AND BILLING)

- Good hands-on working Knowledge of **SFDC CPQ** (Configure Price Quote) platform and its business process and providing business solutions to the clients by understanding their business needs and current flaws.

- Worked on customizations of Objects, Quotes, Products, Quote line editor, building bundles and packages, Fields, Validation rules, Auto-assignment rules, Queues, Formula Fields, reports and dashboards.
- Knowledge of Salesforce Marketing cloud involving Email studio, Journey builder, Mobile studio, Automation studio, Social studio, etc.
- Hold a Hands-on design and development experience of custom solutions on the force.com platform including significant work in Apex, Classes, Triggers, Visual force.
- Knowledge of SFDC lightning and web components.
- Good technical exposure with Security Models involving Organization Wide Defaults, Role Hierarchies, Sharing Rules and Manual Sharing to implement Record-based sharing.
- Worked on Customization of force.com platform including - APEX, Force.com, Triggers, SOQL, VF pages.
- Designed, developed and worked on various Custom objects, Workflow Rules, Email Alerts, Page Layouts Components to suit to the needs of the application
- Worked on customizations of Objects, Fields, reports and dashboards.

➢ FUNCTIONAL EXPERTISE:-
- Gathering, understanding and analyzing the client's existing business and their technical requirements and mapping them into Salesforce functionality CPQ by conducting business requirements gathering sessions
- Strong understanding of the client business and even their customers & maintaining good relationships within the key decision makers of Key Customer Accounts.
- Participate with teams of technical staff and client managers or decision makers in the business unit to determine Salesforce fit, systems requirements and functionalities needed in a Salesforce environment.
- Demo presentation of software solutions to the prospects, Post Implementation training to the end users,

CareerSynopsis:-

1. Organization: Hexaware Technology services with client IQVIA

Duration   : **Jan 2021 - Present**
Technology   : **Salesforce CPQ(Steelbrick)**
Primary Role   : **CPQ Specialist Developer**
Team size   : **9**
Methodology   : **Agile**
Client   : **IQVIA International IncUSA**

Description Of The Process:
The Overall process involved Configuration of Various Standalone Products, **Product bundles, Features, Product Options,Option Constraints**, **Summary Variables, Configuration Attributes**, and setting up various **Pricebooks and all types of Product and Pricing rules** for the final calculation of the Quotes. Along with it Integrated various pricing and the relevant Discounting patterns. The various **Multi-dimensional Quoting (MDQ)** process also had asset-based products and also subscription based products for which the **appropriate amendments and renewals** process was taken care of and various workflows and triggers were developed to send the reminder and alert emails for renewal before few date of the actual contract expiry date and then finally order and invoice generation process could be taken care of.

Roles and Responsibilities:-

- Gathered, understood and analyzed the client business requirements and mapped them how by using the **SFDC CPQ** platform they could upscale their products selling process and sales reps administrative tasks could be minimized and then ultimately boosted up opportunities winning ratios.
- **Installation Of Packages, Configure various Product bundles, Configuring Features, Product options, Option constraints, Price rules, Product rules, Guided selling, Block Pricing, Quote templates, Multi- dimensional Quoting Process, Contract management, Renewals and Amendments, Preparation of various Quote templates and various other functionalities.**
- Prepared Various Quote documents templates and integrated it with the third party application Docu-sign
- Worked closely with the clients and understood their business closely and the process which they currently used in **Configuring, Pricing, Quoting, Contracting** the products and also entire sales cycle and then convinced how replacing it with **SFDC CPQ** the existing process can be enhanced and ultimately quoting and winning opportunities could be done on the real time basis.

2.Organization: Evolutionary Systems Pvt. Ltd

Duration   : **March 2019 – Jan 2021**

Technology   : **Salesforce CPQ(Steelbrick)**

Primary Role : **CPQ Specialist Developer**

Team size   : **9**
Methodology   : **Agile**
Client   : **Mcdonald's**

Description Of The Process:-

The Overall process involved Configuration of Various Standalone Products, Product bundles, Features, Product Options, Option Constraints, Summary Variables, Configuration Attributes, and setting up various Pricebooks and all types of Product and Pricing rules for the final calculation of the Quotes. Also developed Various personalized Email templates in Salesforce Marketing cloud and used it in the Automation of quoting process. Along with it Integrated various pricing and the relevant Discounting patterns. The various Multi-dimensional Quoting (MDQ) process also had asset based products and also subscription based products for which the appropriate amendments and renewals process was taken care of and various workflows and triggers were developed to send the reminder and alert emails for renewal before few date of the actual contract expiry date and then finally order and invoice generation process could be taken care of.

Roles and Responsibilities:-

Gathered, understood and analyzed the client business requirements and mapped them how by using the **SFDC CPQ** platform they could upscale their products selling process and sales reps administrative tasks could be minimized and ultimately boosted up opportunities winning ratios.

- **Installation Of Packages, Configure various Product bundles, Configuring Features, Product options, Option constraints, Price rules, Product rules, Guided selling, Block Pricing, Quote templates, Multi- dimensional Quoting Process, Contract management, Renewals and Amendments, Preparation of various Quote templates and various other functionalities.**
- Worked closely with the clients and understood their business closely and the process which they currently used in **Configuring, Pricing, Quoting, Contracting** the products and also entire sales cycle and then convinced how replacing it with **SFDC CPQ** the existing process can be enhanced and ultimately quoting and winning opportunities could be done on the real time basis.

3.Organisation: Tata Consultancy Service Pvt. Ltd.

Mode: Software development and Enhancement
Primary Role: Oracle Fusion Techno Functional Consultant and SFMC
Client:- General Electric (GE) Corporate, USA.
Team size: 11
Duration: 08-Jun-2015 to 15-Mar-2019

Description Of The Process:-
The process involved development of **Oracle Apps Custom application**, Front End configuration for Core HRMS Module and also it involved development of applications followed agile based model for interaction with the clients for the technical requirements for the development and configurations of application that provides the customized products to the customers and enhance their Sales process.

Roles and Responsibilities:-
- Development of BIP Reports, OTBI Reports, Dashboards for Purchasing, Quality, Account Payables, Account Receivables, Manufacturing, Inventory, Performance Management, Sub-ledger, General Ledger Modules.
- Development of FTI Reports for Oracle Transportation Module
- Standardization of Finance Report like AR Ageing Report, AR Customer Statement Report, Account Analysis Report etc.
- Worked on various Business requirement document **(BRD),**Functional requirement document **(FRD)**
- Prepared various Use case diagrams **(UCD)**, Wireframes, prototypes, business process flows.

Technical Exposure:

Database	Db2, SOQL, SOSL Server, PL/SQL
Deployment and Data Tools	SFDC CPQ, Data loader, Workench, Sandbox, Visual Mock flow, Confluence, TFS,JIRA, GITHUB
Core Technology	SFDC- CPQ(Steel bricks),SFDC Billing, SFMC Marketing Cloud, Oracle Fusion, BI report development
Office Utilities	Microsoft Word, Excel, Power-point, Lotus Notes, Slack, JIRA , Zeplin, and various report and dashboard management softwares.

Extra Curricular activities and engagements:-
- Participated in the State level badminton championship at the school level (Under 17
- Participated in the state level squash championship at Bhopal.
- Prepared a paper on **Hot Spot technology** which is very effectively used in various sports
- Completed an online diploma cum workshop on social media marketing and digital marketing from a reputed international academy (SHAW).

EDUCATION:

Course of Study	Specialization	Name of University	Year of Completion	Percentage
B.Tech(Full time)	Information Technology	Rajeev Gandhi Technical University	2015	80
Higher Secondary(12	Maths+ Science	CBSE Board	2011	82
High School(10th)	N.A.	CBSE Board	2009	79