RESUME

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SALESFORCE CERTIFIED Platform Developer I

SUMMARY

- 4.5 Years of experience in **Salesforce Business Analysis, Salesforce Lightning Functional Area and Salesforce Testing and** 2.4 years of experience in Marketing, Sales & after sales services.
- Pre-Sales activities like use of Pardot B2B tool for brand building & demand generation, Creating Salesforce demo & presentation to the client, co-ordination with Salesforce account executives, design and discuss concise value-based proposal with client.
- I have extensively worked on requirements gathering and elicitation, requirements documentation (BRD/FSD/User Stories), creating screen designs, wireframes and process flows, client demos, UAT and end user training and training material (User Manual) for various Salesforce implementation Projects in Agile methodologies.
- Working in capacity of team lead, I have effectively managed team of 5-8 people for various Salesforce implementation projects of Sales Cloud, Service Cloud, Marketing Cloud and Community Cloud along with effort estimation and resource allocation for the team.
- Experience in different types of Testing like System Testing, UAT, UI Testing, Production Testing & Regression Testing.
- Familiar with AppExchnage, Apex Triggers, Visualforce Pages, Apex Classes and experience in integrating Salesforce with third party applications like SAP, Indiamart & Tradeindia.
- Perform administrative tasks such as setting up users, creating or updating fields, custom objects, page layout, record type, workflows rules, process builder, reports and dashboard, creation and update of roles, profiles, sharing rules, permission sets and field level security according to the business requirement
- Experience of working with Data Migration tools such as Data Loader and Import Wizard.

PROFESSIONAL EXPERIENCE

Organization: digiCloud Solutions Pvt. Ltd., Pune.   **Duration:** April 2018 - Present
Designation: Salesforce Consultant

SKF **(Sales Cloud+Community Cloud)** **Role**: BA, Salesforce Consultant, Administrator **Duration**: 6 Months **Team Size**: 8	**Brief Details:** AB SKF is a world's largest Swedish bearing and seal manufacturing company employs 44,000 people in 108 manufacturing units. It has the largest industrial distributor network in the industry, with 17,000 distributor locations encompassing 130 countries Client is leveraging Salesforce platform to streamline and automate their Sales and Distribution business processes. **Responsibilities:** • Requirement gathering workshops • Requirements documentation (BRD/FSD/User Stories & User Manual) • Setup Sales Cloud and Community Cloud initial configuration • System Testing, UAT Signed-off and End user training • Implemented and maintained reports and dashboards
BASF **(Sales Cloud+Community Cloud+Einstein Analytics)** **Role**: Project Co-Ordinator, Salesforce Administrator **Duration**: 7 Months **Team Size:** 8	**Brief Details**: Client is a Germany-based European chemical company and the largest chemical producer in the world. The application set up for Agro division included modules for Lead, Account, Contact, Opportunity, Product, Pricebook, Sample, Order forecast and SAP system integration. Setup Community cloud for distributors of personnel healthcare division **Responsibilities:** • Requirement Gathering & Elicitation

	• Customer Co-ordination through daily scrum meetings • System Testing & UAT Signed-off • Preparing training material and conducting user training • Data migration activities
STAAH LIMITED **(Sales Cloud+ Pardot B2B Tool)** **Duration**: Ongoing **Team Size**: 5 **Role**: BA, Salesforce Consultant, Salesforce Admin	**Brief Details:** A pioneer in the field of a global hospitality technology specialist serving more than 10,000 properties in over 90 countries. Salesforce platform is designed to help them to engage with their customers, score and convert leads,team collaboration, pipeline management, close the loop on sales process and contract creation. Integration with STAAH's cloud based system and XERO facilitates 360 degree view of the customers within Salesforce. **Responsibilities**: • Requirements gathering, analysis and documentation. • Salesforce Development and configuration • Setting up and managing Pardot Email campaign process • Advising organization on best practices for CRM • Preparing training materials and conducting end user training
Bluedart Express Limited **(Sales Cloud)** **Duration:** 6 Months **Team Size:** 9 **Role:** Salesforce Consultant, Business Analyst, Manual Tester and Trainer	**Brief Details:** Blue Dart Express Limited is an Indian logistics company providing courier delivery services. Client leverages Salesforce platform to streamline and automate their sales processes in effective manner. Bluepoint program implemented for target setting and loyalty point management of customers. **Responsibilities**: • Requirements gathering, analysis and documentation. • Salesforce Configuration and Testing • Plan, track, and manage projects in Jira. • Designing Complex reports and dashboards • Preparing training materials and conducting end user training
Crompton Greaves Custom Salesforce Implementation *Customer Implementation* Duration: 6 months Team Size: 6 **Role:** Salesforce Administrator, Business Analyst, Project coordinator, Salesforce Consultant, Trainer	**Brief Details:** Client is an Indian multinational company engaged in design, manufacturing, and marketing of products related to power generation, transmission, and distribution based in Mumbai. Client leverages Salesforce platform for automating Sales Processes & sales team collaboration to manage growing business, provide real time information to relevant stakeholders enabling them to take accurate decisions, on time & reduce risks. **Responsibilities:** • Requirements gathering, analysis and documentation. • Customer Co-ordination through daily scrum meetings • System Testing & UAT Signed-off • Preparing training material and conducting user training • Providing effort estimations for change requests and issues

LBT MIND TECHNOLOGIES PVT. LTD.

Designation: Business Analyst   **Duration:** Sept. 2016 – April 2018 (20 Months)

Roles:	Responsibility:
• **Business Analyst Manager** • **Digital Strategy Consultant** • **SFDC CRM Admin**	• Collect and analyze customer data to detect trends and improve service. • Write reports and create presentations to communicate customer information. • Conduct market research and identify new opportunities and competitors. • Evaluate ongoing campaigns for ROI, traffic, and other key metrics. • Regularly communicating with the customer on the status of the issue resolution • Guiding projects along through daily communications with the customer or project manager. • Estimating the completion of the task and gaining customer approval • Leading or participating in the design and architecture sessions with the company stakeholders, gathering and documenting business processes and requirements for the Salesforce Implementation Project within company. • Advising organization on best practices for CRM, development or integration processes. • Creating Objects, Page layouts, Record Types, Formula Fields, Rollup Summary fields, building Reports and Dashboards and worked on OWD and Custom Setting. • Setting up Case Management, Knowledge Management and complete Service Process Automation with Service cloud.

INDIAMART INTERMESH LIMITED

Designation: Marketing Executive   **Duration:** June 2015 – Sept. 2016

Roles:	Responsibility:
• **Client Relationship Manager** • **Digital Strategy Consultant** • **Sales Manager**	• Call & set-up appointments on daily basis and meet pre-defined set of prospective clients on daily basis. • Deal with Signing Authority/CEO of SME and Corporate Clients. • Advising SME's how to Market certain brands to increase their popularity among target consumers and helping clients to conduct in-depth consumer analysis to determine the image/demand of a brand. • To stay connected with existing clients and help them to go global and achieve optimum business opportunities. • Retain our customers through problem solving, maximizing brand potential, business opportunities along with relentless support.

NUMERON SOFTWARE INDIA PVT. LTD.

Designation: Marketing Executive   **Duration:** July 2014 – June 2015

Roles:	
Marketing Executive Client Relationship Manager	• Research and identify potential clients, and the decision makers within the client organization. • Formulate and implement sales initiatives and marketing strategies including innovative marketing campaigns. • Research and building relationships with existing clients by solving their issues.

CERTIFICATIONS

- Salesforce Platform Developer 1 Certified
- Salesforce Accredited Sales Professional Certified
- HP Life E Learning "Digital Marketing" certified
- Google Advertising Fundamentals and Search Advertising certified professional.

KEY SKILLS

- Requirement Gathering, Elicitation, Documentation and Solution Design
- Requirement Analysis, Gap Analysis, Impact Analysis
- JIRA, Bugzilla, MS Office Suite, Lucid Chart, Corel DRAW X5, Photoshop CS6

ACADEMIC QUALIFICATION

YEAR	DEGREE	INSTITUTE	BOARD/UNIVERSITY	RESULT (%)
2014	MBA	MITSOM, Kothrud, Pune.	University of Pune	64
2011	BE	GSM College of Engineering, Pune	University of Pune	59
2007	HSC	Ohara Junior College, Sangamner	Maharashtra State Board	78
2005	SSC	Dnyanmata Vidyalaya, Sangamner	Maharashtra State Board	84