

# ABRAR SHAIKH

## Salesforce Certified Administrator

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🖱 <https://trailhead.com/me/ashaikh2>

### PROFILE

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Salesforce Certified Administrator with 3 years of experience. An adaptive and quick learner. Capable of rapidly learning new technologies and processes, and successfully applying them to projects and operations.

### PROFESSIONAL EXPERIENCE

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**Salesforce Administrator, IQRA Technology**

Jul 2016 – Oct 2019

#### Responsibilities :

- Proficiency in **SFDC Administrative tasks** includes creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Reports, Dashboards, Actions, Tasks and Events
- Skilled in **customizing standard objects** like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns, and Custom objects as per client's need
- **Manage users, Public Groups, Profiles, and Roles** within the Salesforce CRM; this involved designating access to the applicable user within the role hierarchy
- Performed **Validation Rules, workflows, e-mail services, and approval processes**
- Defined object and **field-level security**
- Skilled in Data Migration using **Data Import Wizard, Data Loader, and Workbench**
- Experienced in **analyzing business requirements**, Entity Relationship diagram and implementing them to Salesforce custom objects, Junction objects, master-detail relationships, and lookup relationships
- Extensive experience in **lead management**, case management, **web-to-lead, Web-to-case, Email-to-case**
- Designed various **HTML Email templates** for **Auto-Response** to customers
- Skilled in generating custom **reports** and **dashboards**
- Possess a comprehensive understanding of **CRM business processes** like Campaign, Lead, Account and Case Management, Forecasting, and Call Center
- Proficiency in installing **App Exchange applications**

**Manual Software Tester, Qualsoft Technologies**

Nov 2013 – Jan 2016

- Analyzing the requirements from clients
- Arranging Test Environment to execute the test cases
- Conducting Review Meetings
- Analyzing and executing Test Cases
- Defect Tracking
- Communicating with Test Manager

## PROJECTS

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### Leads Management

#### Description:

DMG Events is an international exhibition and publishing company and they produce more than 40+ market-leading exhibitions across different regions and leads generated through these events are managed.

#### Responsibilities:

To create a Lead Assignment rule for each event and ensure that it should be assigned to respective lead owners and make changes in the rule according to requirements

### Account Duplicate Management

#### Description:

DMG Events Company was having more than 55 thousand Accounts with too many duplicates. So, we have to find out those duplicate records and merged them into one so that any record should not be lost.

#### Responsibilities:

Set up a duplicate management rule so that it should not create a new account if it already exists. Then find out the duplicates with the help of a third-party application (Dedupe Manager) from AppExchange and merged them.

### Agent Portal Management

#### Description:

Magentrix Agent Portal is used to maintain the leads handled by the agents. We can also share events related documents with agents through the portal. Agents can see there leads and they can create new leads as well.

#### Responsibilities:

Create new Agents and provide them access to the portal through there login credentials and reset it if it's required. Also, ensure that the leads should get assigned to the respective agents based on the country they defined for.

## SALESFORCE TRAILHEAD

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### Trailhead Ranger

Badges 125+

Points 97,000+

Trails Completed 12

### Super Badges

- Lightning Experience Reports & Dashboards Specialist
- Process Automation Specialist
- Security Specialist
- Business Administration Specialist

## CERTIFICATES

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Salesforce Certified Administrator (ADM 201)

## EDUCATION

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Masters in Computer Applications (72.87%)

2010 – 2013

Bachler's in Computer Science (69.00%)

2007 – 2010