

## LAVISH VASNANI

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## PROFESSIONAL SUMMARY

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Having 2.8 years of experience in IT as a Salesforce Administrator and Marketing Cloud Consultant. A versatile individual, hardworking, motivated with a great interest in Salesforce Admin and Development, seeking challenging assignments with an organization of repute which enable me to use my skills towards achieving organization goals and objectives.

## EXPERIENCE

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- Having 2.8 years of experience in Salesforce CRM as a Salesforce Administrator.
- Having 1.6 years of experience in Salesforce Marketing Cloud: Email Studio, Journey Builder, Data Extension, Sender Profiles, Email Marketing, Mobile Marketing, Promotional Marketing, Personalization in dynamic content
- Experience in declarative and programmatic development of Salesforce CRM.
- Experience in declarative developments such as creating custom Apps, Custom Objects, Custom Fields etc.
- Experience in creating reports using Standard Report types and also creating new Report types those suites the client Needs.
- Experience in Data Migration tools such as Import wizard, Data Loader.
- Knowledge in Using Workbench.
- Knowledge in Functional areas of, Forecasting, Accounts, Contacts, Leads, Campaigns, Opportunities.
- Data Management: Worked with Data Loader, import wizard and Cascading Reports Quarterly, Monthly Weekly and Daily.
- Create master detail and lookup relationship between objects.
- Implemented security and sharing rules at Object, Field, and Record level for different Users at different levels.

## SKILLS

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- Salesforce Administrator.
- Ability to write effective and efficient queries in SOQL and SOSL.
- Salesforce Marketing Cloud: Email Studio, Journey Builder, Data Extension, Sender Profiles, Email Marketing, Mobile Marketing, Promotional Marketing, Mobile Studio, Personalization in dynamic content
- Knowledge on Sales cloud, Service cloud.
- Worked with Data Migration tools like Data loader, Import wizard.
- Efficiently fixed the bugs in terms of priority and severity.

- Knowledge on programming languages (Apex, Visual force, HTML).
- Knowledge on C and C++
- Knowledge on DBMS.

## CERTIFICATION

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- Salesforce Certified Administrator
- Salesforce Certified Sales Cloud Consultant

## PROFESSIONAL EXPERIENCE

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**Sumeru Software Solution Pvt Ltd, Indore** (March 2018 - Present)

Client: **Art of Living**

Role: **Salesforce Administrator**

Project – Call Management Application (**Twilio Calls App**)

Duration: Mar 2018 - Present

Twilio Calls App is an application developed in Salesforce CRM to maintain and keep a close track of event activities held by the Art of Living. The main functionalities of the application are to make registrations of Leads and Callers, generates the reports of approachable leads and number of sms/calls made by the callers etc.

Also it maintains the data of Callers and Leads in the form of Dashboard, and it checks all the audits of the events held by the Art of Living program.

### **Responsibilities:**

- Implemented the requirement using Workflow, Apex Triggers, Validation Rules and Formula fields.
- Designed Custom Send Email functionality.
- Developed Lightning custom buttons, Pages Components and PDF
- Requirement gathering from the Business Team.
- Convert the functional requirements into technical document as per the business standards.
- Design low cost highly efficient and dynamic solution covering all the business requirements.
- Analyze the Existing functionality and do the impact analysis.
- Involved in peer-to-peer code reviews.
- Production checkout after deployment and production support.
- Taking care of Administrative tasks like creating Users, Roles, Profiles, Standard & Custom Objects, Page Layouts, Email Services, Approvals Process, Workflows, Process Builder, Validation rules, Reports, Dashboards, Sharing Rules, Email Templates etc.

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Client: **Art of Living**

Role: **Marketing Cloud Consultant**

Duration: July 2019 – Present

This project is based upon the Marketing of Meditation Courses which is offered by Art of Living. Marketing through the Email & SMS.

**Responsibilities :**

- Design/architect custom campaign data model based on requirements
- Creating the email templates, SMS templates
- Develop end-to-end Marketing cloud solution using Contact Builder, Journey Builder, Content Builder, Mobile Studio
- Configure the Integration between Salesforce CRM & Marketing cloud
- Setting up the sender profiles, signature
- Making complex journeys through the Journey Builder
- Making Data Extensions
- Configure syncing of fields through Automation Studio
- Providing Reports of Activities to the client using Analytics Builder

## EDUCATION PROFILE

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Degree and Year of Passing	Institute and University / Board	Percentage
B.E. (2018)	IES, IPS Academy, Indore (M.P)	73.7%
Class XII (2014)	Shri Bal Vinay Mandir School / MP Board	76%
Class X (2012)	Shree Kasera Bazar Academy / MP Board	77%

## PERSONAL DETAILS

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**Date of Birth:** October 9, 1995

**Languages Known:** English, Hindi and Sindhi

**Present Address :**

502\_G Block, Leeds Encalve,  
Aerodrum Road, Indore M.P.

**Permanent Address :**

502\_G Block, Leeds Encalve,  
Aerodrum Road, Indore M.P.

**Passport and Visa Details :**

Passport No : Z4523251

Valid up to : 08-Aug-2028