

Sr Salesforce Administrator/Business System Analyst

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Energetic and motivated professional. Six years of experience of diversified experience in Business Consulting, Requirement Gathering, Business Analysis, Road-map layout, Data Compliance (GDPR, CCPA & Russian data localization law) Business Development, Product & Project Management. I possess a Master's in Computer Science with a bachelor's degree in Electrical Engineering. Responsible for developing and growing complex enterprise relationships with C-level, and VP decision-makers in both Digital Marketing and Information Technology.

WORK EXPERIENCE:

JUUL Labs Inc

San Francisco, CA

Sr Salesforce Administrator/Business System Analyst

Mar2019- Present

Responsibilities

- Responsible for salesforce application setup activities, and customizations to match the functional requirements of the organization.
- Setup & maintaining integrations with data coming from various sources like Marketo, Solidus, G-Query, GetFeedback, Salesforce.
- Working as a single point of contact for all production-related changes using different deployment tools like Gearset, Change Set & Workbench (for deployment).
- Act as first responder to all Salesforce Questions, Maintenance, Major Releases & Salesforce Releases.
- Responsible for managing & handling the CI/CD process using Gearset.
- Responsible for Supporting more than 800 users those having different Salesforce license (Salesforce / Salesforce Platform).
- Acted as gatekeeper for deploying only the QA approved/Validated items in Salesforce Instance.
- Responsible for ensuring products and company protocol comply with applicable Information Governance standards, assessment, and processes in particular managing compliance with GDPR, CCPA & Russian data localization law.
- Assist in the configuration and maintenance of Sandbox environments to facilitate the successful development and QA testing of new on-demand features and functionality.
- Responsible for creating & documenting the SOP (Standard Operating Procedure) for all the Salesforce Related Activities.
- Conduct Salesforce Training Sessions on the new features released in each release & suggest the best practices to Salesforce User Slack channel.
- Identifying the System limitations and work with vendors like SfApex, MapAnything/Salesforce Maps, Zendesk, Salesloft & Rollup helper.
- Integrated Salesforce with Own Backup to take a continuous backup of System data into Online Data Warehouse. This backup helps to restore the Data in case of Data loss due to deletion, deduplication, or wrong mapping.
- Automated dataloads using Dataloader.io & Jitter-bit applications in Salesforce.

Magento Inc (an Adobe Company).

Los Angeles, CA

Salesforce Administrator

Jan2018 – Mar2019

Magento is an open-source e-commerce platform written in PHP. Which was recently bought by Adobe.

Responsibilities

- Work on maintaining the functional areas of Accounts, Contacts, Leads, Campaigns, Opportunities, quotes & Activities.
- Provided support ongoing salesforce.com maintenance and administration services including periodic data cleansing, custom objects, workflow, and triggers.
- Working on the Managed Packages like Clearbit, DataHug, SteelBrick/Salesforce CPQ, Seismic etc.
- Day to Day Administration of Salesforce.com. Acted as front-line for all Ad-hoc Salesforce requests from all departments.
- Involved in initial requirement gathering discussions and prepared initial Business Requirement Document (BRD)
- Conducting Business Process Review sessions to analyze the existing and to-be-implemented business processes. Responsible for production code deploys as well as being on call for any major incidents.
- Support more than 800 users those having different Salesforce license (Salesforce / Salesforce Platform).
- Maintain the pricebook using Salesforce CPQ and work with Deal Desk to troubleshoot quoting issues.

- Implement and maintain integrations with other business systems including Magento, NetSuite, Marketo, and other databases.
- Keep abreast of new Salesforce features and functionality and provide recommendations for process improvements.

Salesforce.com Inc

San Francisco, CA

Salesforce System Specialist

Oct 2015 – Dec 2017

Salesforce needs no introduction in the world of CRM and proven to be the market leader with its robust capabilities for managing businesses using its Sales, Service, Marketing, Community & Analytics cloud. It gives me immense pleasure to be a part of Salesforce itself working on various projects to enhance the overall Salesforce power.

Responsibilities

- Performed all tasks related to the day-to-day operations of several large internal implementations of salesforce.com including managing users, creating and maintaining custom objects and fields, handling bulk data migration, troubleshooting error messages, and installation and support of app exchange applications.
- Supported for 28k+ active users in over 30 Orgs, helping with both simple and complex issues that arise in their use of the application.
- Experience with Demand tools to Mass Effect, Mass Impact and single dedupe and created schedules to remove duplicates.
- Managed a fast-paced queue of escalation requests from the Frontline Support team driving all issues to resolution with a strong focus on customer satisfaction and efficient task execution.
- Engaged in projects as directed by management to drive efficiencies within the IT CAS organization.
- Involved with the On-Call rotation responsible for production code deploys as well as being on call for any major incidents.
- Participated in the sandbox deploy rotation to facilitate the deployment of code and configuration developed by IT application development teams into full copy sandbox environments.
- Assisted in the configuration and maintenance of sandbox environments to facilitate successful development and QA testing of new features and functionality.
- Engaged in projects as directed by management to drive efficiencies within the IT-ESAS.
- Implemented Lightning Service console and used Omnichannel, macros.

Tata Consultancy Service

Hyderabad, India

Salesforce Developer/Administrator

Jan 2012 – Dec 2013

Responsibilities

- Interacted with various business team members to gather and document the requirements.
- Performed detailed analysis of technical and business 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 the needs of the application. Developed various Custom Objects, Tabs, Entity Relationship data model, validation rules, Components.
- Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects to CSV files.

PROFESSIONAL CERTIFICATIONS/ACHIVEMENTS:

- Salesforce Certified Admin
- Salesforce Certified Advanced Admin
- Salesforce Certified Platform App Builder
- Salesforce Certified Platform Developer-1
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Service Cloud Consultant
- Honorary Salesforce Trailhead Ranger