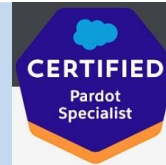# VINAY SHUKLA

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- To excel in technologies and use my skills to the utmost benefit of the organization. Make significant contribution to the organization both individually and in a team environment and to be an asset to the organization.
- To provide right kind of information at the right time at the right place to make correct selection or best course of action during decision making.

CAREER OVERVIEW

- 7 years of work experience in salesforce platform.

- 3.6 of experience in HealthCare domain.

- 3.4years experience in Mining Aggregates and Recycling manufacturing domain.

- Experience in Salesforce Sales,Marketing and CRM Applications.

- Worked in roles such as Quality Analyst, Technical Production support and Business Analyst for Global Salesforce application projects.

- In Depth knowledge of Leads ,Prospects, Sales process, Configure Price and Quote(CPQ)including Opportunity, Approval process.

- Currently working on Project involving Salesforce Marketing cloud (Pardot)

- Experience with Sales Force configuration, Security access, creating profiles, roles, users, page layouts, Sales process and Permission sets.

- Experienced in Email configuration,templates,Propect and user list importing/exporting.

- Positive, sincere and self-confident with the strong organizational ability, analytical and problem-solving skills. Excellent communication skills in both verbal and writing.

- Salesforce Administrator, Platform Developer 1(PD1) and Pardot Specialist certified.

TECHNICAL PROFICIENCIES & TOOLS

- **CRM:** Salesforce CRM, Apttus CPQ,Tacton CPQ
- **Tools:** Force.com platform, Marketing cloud – Pardot Application, Data loader, Rally Agile tool, Atlassian Jira Software

PERSONAL QUALITIES

- Team Player, Enthusiastic and Motivated.
- Believe in Smart working.
- Dependable and Trustworthy.
- Fun loving, always keep positive attitude towards life.
- Enjoy reading and browsing internet!

EMPLOYMENT HISTORY

- **PRESENTLY WORKING AS TECHNICAL SUPPORT ENGINEER IN SALESFORCE INDIA PVT LIMITED.**
- **DEC 2015 - NOV 2022 AS IT ANALYST IN TATA CONSULTANCY SERVICES LTD.**

PROJECTS

#Project 1

Title	:	Customer success
Client	:	NA
Platform Tools/		
Database	:	Salesforce Marketing cloud and Pardot
Team Size	:	45 at offshore and onshore
Role	:	Pardot Engineer
Period	:	December 2022– Till Date

- Provide expert-level technical support to Salesforce customers
- Manage support cases on a daily basis, including transfers from other regions and tiers
- Track and maintain all customer communications and case documentation in Service Cloud
- Respond to customer-reported issues in a timely manner, per service level agreements
- Manage escalations and expectations, for both customers and internal staff
- Collaborate with Product Engineering teams for reported issues for bug fix.

#Project 2

Title   :   Metso:outotec minerals and Neles(Valmet) valves
Client   :   Metso: Outotec and Neles (Valmet)
Platform Tools/
Database   :   Salesforce CRM , Pardot , Tacton CPQ
Team Size :   05 at offshore
Role   :   Pardot Support Specialist & Development
Period   :   May 2019 – November 2022

- Creation and Customization of prospect, users, visitor, lead, and contacts.
- List Importing and list creation/configuration including Dynamic lists.
- Have worked on user management in Pardot including bulk import and Data cleansing.
- Have worked closely in Integration between Pardot and salesforce , various platforms via connectors
- Have worked on Implementation and testing of Automation rule, Segmentation rule,completion action , scoring and grading of prospects.
- Developed and Review of Forms, Email templates, Campaigns and Engagement programs.
- Have worked in general troubleshooting in Pardot and B2b Integration user.
- Analyzed validation rules, workflows,Flows and fields on various objects.
- Setup and access management of Pardot lightning app .
- Developing new objects, fields, page layout assignments, debugging access control Organization Wide Defaults(OWD) in salesforce
- Data cleansing via ping testing,automation rule, tags in pardot.
- Full Implemetation,Setup and integration of Pardot sandbox in UAT.
- Implemented Pardot user migration in Spring '21 release including user provisioning in Azure Active Directory tool, Management of Identity users , Migration of old users to newly created users under full SSO logging for entire org.

#Project 3

Title   :   Salesforce Apttus CPQ

Client   :   GE Healthcare, USA

Platform Tools/
Database   :   Salesforce CRM , Apttus CPQ , Rally Agile, Data Loader.
Team Size   :   25 at offshore, 5 at onshore
Role   :   Salesforce Business Analyst and Administrator
Period   :   Jan 2016 – April 2019

- Having worked in requirement elicitation, analysis, specifications of client's requirement.
- Authoring and Analysis of Requirement Document/User Stories.
- Creation and review of Test cases and Test scenarios

- Product Demonstrations and Feedback gathering and analysis.
- Knowledge of complete end to end flow of sales procedure of GE Healthcare including Opportunity Approval process and Order management.
- In Depth knowledge of Leads ,Prospects, Sales process, Configure Price and
- Quote(CPQ)including Opportunity, Approval process.
- Experience in working of AGILE model and Scrum and sprint planning.
- Worked with Apttus CPQ tool for Product configuration, Approval process, Quotation, Deal overview etc.
- Deployment to sandboxes and Production via change sets.

QUALIFICATION

Qualification	University/Board	School/College	Year	Percentage
B.E (Information Technology)	RTMNU Nagpur	Yeshwantrao Chavan college of Engineering (YCCE)	2011-2015	7.44 CGPA

PERSONAL DETAILS

Name : Vinay Shukla

Date of Birth   : 22nd April 1993

Nationality   : Indian

Languages   : Fluent in Hindi, English