

SINDHU AYTILA

SALESFORCE CONSULTANT

Salesforce 3x Certified Consultant with 4+ years of rich experience in Automations, Development, and Deployments.

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CAREER SUMMARY

Having 9 + years of Professional Experience in IT Industry.

- 4 years of experience in Salesforce CRM and Analytics
- 2 years of experience as Data Analyst with Tableau desktop and Statistical Business Analysis using R and SAS
- 2 years of experience in mobile application development and testing
- 1 year experience in IBM server operations and management.

EXPERIENCE

2018 – Till Date

Salesforce Consultant and BA, Lexicon Infotech

2015- 2017

Data Analyst, Lexicon Infotech

2013 - 2015

Test Engineer, Lexicon Infotech

2012 - 2013

Operations Specialist, IBM

End to End Solutions implementation– Present in all phases from Requirement gathering, Solution design, SOW, project execution, development, UAT, Deployment and Post-delivery operations.

SALESFORCE CLOUDS

- Sales Cloud
- Service Cloud
- CPQ Sales Cloud
- Education – HEDA
- Einstein Analytics
- Marketing (Mailchimp Integration)

CLIENT LOCATIONS

- India
- USA
- Canada
- Hawaii

DOMAIN KNOWLEDGE

- Healthcare
- Cyber Security & Networking
- Education
- Hospitality
- Financial Sector
- Retail (Shoe Company)
- Manufacturing
- Home-loan

SKILL SUMMARY

Salesforce & Force.com	Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Workflow & Approvals, Flows, Reports & Dashboards, Custom Objects, Service Cloud Implementation Concepts, CPQ, Connected Apps, Change Sets, REST API Integration.
Salesforce Tools	Data Loader, Eclipse IDE
Programming Languages	R Programming, SAS, MS Excel VBA, C
Visualization Tool	Tableau Desktop 9.3, R-Studio
Supporting Tools	MS-Excel: Statistical analysis, Advance Excel, Interactive Dashboards, Power Queries

CERTIFICATIONS AND TRAININGS

- Salesforce Certified Platform Developer I
- Salesforce Certified Platform App Builder
- Salesforce Certified Administrator (SCA)
- SAS Certified Statistical Business Analyst Using SAS 9: Regression and Modelling -2017
- SAS BA Public URL: https://www.youracclaim.com/badges/c8fa597c-858a-411b-b002-f1838aae0b09/public_url
- Completed a VBA Certification Training Program from Microsoft MVP -2016
- Certification of Completion from PTC University for Cero 2.0 Design Engineers-2013

SALESFORCE PROJECTS SUMMARY

- Strong experience in **development** and **deployment** of application using Force.com, Apex.
- Implemented **Sales Cloud, Service Cloud, Sales CPQ Cloud.**
- Good knowledge in **Opportunity Management, Product & Bundle Management, Quote to Cash, Contracts** in sales and CPQ cloud
- Implemented Service Cloud **Email-to-Case, Web-to-Case, Knowledge Articles, Service Console, Escalation Rules, Assignment Rules., Skill Based Routing, Omnichannel Setup**
- Proficient in SFDC Administrative tasks like creating **Profiles, Roles, Users, Page Layouts, Record Types, Reports, and Dashboards.**
- Extensive experience in designing Custom Formula Fields, Field Dependencies, **Validation Rules, Work Flows,** and **Approval Processes for automated alerts,** field updates, and Email generation according to application requirements
- Exclusively worked on data migration using **Import wizard, Data Loader.**
- Developed various SFDC Customized Reports, Dashboards and Processes to continuously monitor data quality and integrity.
- Hands on experience with **Apex Language, Apex Trigger, Apex Class, Apex Test Methods** and good understanding of Visualforce Pages, Visual force Components & Controllers.
- Deployment of the components between different environments using **change sets.**
- Implemented and delivered projects under Agile Development Environment and Test-Driven Environments with large and small Team Projects.
- Responsible for writing **Test classes and Code Coverage.**
- Involved in **Business Requirement Gathering, creating, and reviewing Functional Requirements, worked on SOW and Project Plans.**
- Involved in the integration of **REST API** with Service cloud.
- Did MailChimp marketing tool integration.
- Created many PoC's for prospect clients.

Easiloan – Sales Cloud – (India)

- Implemented Lead & Opportunity Management for multiple users of a Home-Loan Service Provider company
- Facebook Integration to Capture Leads
- Integration to Capture Data from Easiloan Database using REST API
- Set up profiles for sales, onboarding team, and management

High Tech Hui- CPQ Sales Cloud & Service Cloud– (Hawaii)

- Implemented CPQ Sales cloud which facilitates process automation, right from invoice creation to the final process.
- Created Product Bundles, Multiple Quote Templates, Contracts, Email Templates
- Done Integration to Capture Tickets from FireEye Monitoring Console to Salesforces Cases

AIG HVLC– Sales cloud- (USA)

<ul style="list-style-type: none"> • AIG Business Solution Pvt Ltd is a strategic management partner to surgical hospitals in the USA. Through end-to-end healthcare management services, they reduce cost and increase revenue • Information management tool that visually tracks, analyses and displays key data points to monitor the business prospects, assess whether its operation is on track to achieve the business goals.
<p>Campaign Management System – Einstein Analytics (India)</p> <ul style="list-style-type: none"> • A non-profit organization wants to implement a system to enable mass communication, member mobilization, running opinion poll, performance reviews and program management. This system would help identify potential leaders from existing members by analyzing the outcomes. • Salesforce to manage key features - Structured Program management, Survey management using SMS/IVRS/social media and Data migration and cleansing • Einstein Analytics - To track performance of the activities done
<p>COD Education Cloud HEDA– (India)</p> <ul style="list-style-type: none"> • A Centre of Excellence in Executive Development programs, it enables organizations deliver superior performance through Research, Consulting and Management • Implemented Salesforce solution with Lead to Closure pipeline , Automated Workflows, Tracking of Payments and schedules, Tracking of Credits and Attendance • Campaigns, Mass Email communication, Outlook integration and notifications
<p>CRM Administrative & Technical support – NEC & BSCP – (Canada)</p> <p>Mister Safety Shoes – (Canada)</p> <ul style="list-style-type: none"> • Next Edge Capital & Black Sail Capital Partners are Canada based Fund Managing and Investment Solution Providers in a variety of product structures • Creating Custom Email templates for different Customer Types. • Integrate Email Marketing Tool with existing Systems and Customize Email Automation using Segmentation and Tags. • Schedule and Email Marketing Reports to users at different Hierarchy
<p>Lotus Antennas Manufacturing- Sales cloud- (India)</p> <ul style="list-style-type: none"> • Developed an opportunity Management and Project Management for a firm who design, develop and supply Antennas to meet the technical stands of their clients. • Customized a Project Management tool to track each opportunity at every • There Sales team can be free from rework and Management at every level can track the Progress and Stage of each Lead & Opportunity

ACHIEVEMENTS & OTHER SKILLS

- **Care Hospital Data Analytics -2021**
Supported Dr. Y.Muralidhar Reddy, Neurologist from Care Hospital in his PhD thesis Case study by doing Analytics & Visualization of patients data.
<https://leprosyreview.org/article/92/3/20-21029>
- Received an Appreciation from Lexicon-Infotech Management for preparing a Re-usable asset called ASCVD Health Risk Calculator by finding its algorithm and reverse engineering using MS Excel- 2015. These formulas in turn was used to create webservice.
- Received an Appreciation from Lexicon-Infotech Ltd for process management by preparing a Cheat-Sheet as reference for Testing HealthKOS product- 2015
- Telangana State of Environment Report for Environment Protection Training and Research Institute [EPTRI] was presented to Director General of EPTRI and got appreciation.

I hereby assure you that all the information provided above are true to my knowledge and belief.
Sindhu Aytla.