**PRATAP V**

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**Salesforce Administrator & Pardot Developer with 4 Years of experience**

Accomplished knowledge in Salesforce administration, Pardot Development and Data Loader and handling a wide scope of functions as an Implementation Consultant, seeking assignments in an organization & to ensure secure Information processing environment



**PROFILE**

* Well versed experience in Salesforce administration and Pardot development.
* Expertise in configuration and setting up of the reports in Salesforce to view Pardot data like campaigns and attributions etc.
* Proficient working experience in building the strategies to meet the requirements to nurture leads, increase lead generation and increase conversion rates.
* Proficiency in SFDC administrative tasks like creating Profiles, Roles, Sharing Rules, OWD, Users, Page Layouts, Record Type, Permission Sets, Approvals, Validation, Workflows, Reports and Dashboards.
* Good experience in designing Custom objects and relationships, custom formula fields, Field Dependencies, Validation Rules, Workflows, Process Builder, Approval processes for automated alerts, field updates and email generation according to application requirements.
* Implemented security and sharing rules at object, field, and record level for different users at different levels of organization.
* Excellent communication with exceptional analytical, people management, relationship management and coordination skills.



**Key Technical Skills**

* Salesforce CRM
* Pardot
* Marketo
* Data Loader
* Operating Systems: Windows 7 & 8

**PROFESSIONAL EXPERIENCE**



**Grazitti Interactive Since March 2020 to Present**

**Experience Summary**

**Project 1: OMNICELL**

**Role: Salesforce administrator & Pardot Developer**

Omnicell (OMCL) has been committed to transforming the pharmacy care delivery model to dramatically improve outcomes and lower costs. Through the vision of the autonomous pharmacy, a combination of automation, intelligence, and expert services, powered by a cloud data platform, Omnicell supports more efficient ways to manage medications across all care settings. Over 6,000 facilities worldwide use Omnicell automation and analytics solutions to help increase operational efficiency, reduce medication errors, deliver actionable intelligence, and improve patient safety. More than 40,000 institutional and retail pharmacies across North America and the United Kingdom leverage Omnicell's innovative medication adherence and population health solutions to improve patient engagement and adherence to prescriptions, helping to reduce costly hospital readmissions. To learn more, visit www.omnicell.com.

**Responsibilities:**

* Creation of folder hierarchy and assets in Pardot.
* Build and design email marketing campaigns and dynamic distribution lists.
* Creation of custom fields and custom objects in Pardot and sync with Salesforce instance.
* Designing Pardot forms, landing pages, form handlers and integrate prospect generation with Salesforce and websites.
* Setting up preference and unsubscribe pages.
* Set up marketing funnels, prospect segments, lead scoring, nurture paths and reporting.

**Traverse Infotech Solutions since July 2016 to February 2020**

**Experience Summary**

**Project 1: MSN**

**Role: Salesforce administrator & Pardot Developer**

MSN Group is one of the fastest growing manufacturers of Active Pharmaceutical Ingredients (APIs) and finished dosages in India. Established in the year 2003, MSN Group comprises of eight API manufacturing plants (including one for Oncology), three finished dosage facility (including one for Oncology)and a dedicated R&D Centre .Our plants are ISO 9001-2000 certified, WHO: GMP, EU:GMP and USFDA approved. This manufacturing units are designed to confirm to the principles of Quality, Safety and sound Environment.

**Responsibilities:**

* Integration with the website and Salesforce
* Creating users/roles based on MSN requirements
* Setting up Pardot connectors
* Manage/create Salesforce page layouts for Pardot
* Creating/mapping custom and standard fields between Salesforce and Pardot
* Data Migration of prospects from CRM
* Set up the Email Client domain and Tracking codes on the websites
* Engaging prospects using engagement program according to their behavior on emails.
* Prospect scoring based email sends, SEO, Reporting and Analytics.
* Tracking performance of all email templates (opens, clicks etc.)
* Tracking performance of all forms/landing pages (completion rates etc.)
* Report on all connected apps.
* Report on opportunities which are aligned with the current process in terms of stages.
* Tracking the lead conversion rate for each campaign involved.
* Setting up reports in Salesforce to view Pardot data (campaigns, attribution etc.)
* Build strategies working with MSN to nurture leads, increase lead generation and increase conversion rates.
* Tracking MSN competitors in Pardot.

**Project 2: Skinnerd**

**Description**: The Skin Nerd Online Consultancy and provides online skin consultations carried out by our team of expert Nerdettes. Our Nerdettes recommend products from over 30 brands, all available for purchase on our online Cosmeceutical department store.

**Responsibility:**

* Designed, Developed and Customized – Custom Tabs, Objects, Record Types, Picklists, Dependent Picklists, lookups, master detail relationships, validation and formula fields
* Designed and deployed, Workflow rules, Approval Processes and Auto-Response, Escalation rules and Assignment rules for automating business logic.
* Involved in Business Requirements gathering, Design and Development of the application.
* Created and modified different page layouts and assigning page layouts based on record types in the application.
* Worked on standard objects like Leads, Contacts, Accounts, Contracts, Quotes, and created pdf’s as per Quotations and Contracts
* Worked in Workflow rules and Workflow approvals, created actions like Email alert, Field Update and Outbound Message.
* Used Data Loader to Insert, Update, Delete, and bulk Import or Export of data from Salesforce.com Objects. Used it to read, extract, and load data from CSV files.
* Performed administration tasks like creating/customizing Roles, Profiles and Permission Sets.



**Certifications:**

* Salesforce Pardot



**EDUCATIONAL & PROFESSIONAL CREDENTIALS**

* **Bachelor of Engineering (Electrical & Electronics Engineering), 2016**

SVIET College, Jawaharlal Nehru Technological University  63%

* **12th , 2012**

 Board of Intermediate  76%

* **10th , 2010**

 Board of Secondary Education  83%



**Personal Details:**

**Father’s Name:** Vijaya kumar V

**Date of Birth:** 12/08/1995

**Languages**: English, Telugu

**Address:** D/No:6-91, Guraja Village, Mudinepalli Mandal,

 Krishna Dt, Andhra Pradesh