**Srinu**

+91-9441645080 srinub.sfdc@gmail.com

Salesforce Certified Administrator with 4 years of experience with organizational customer services and development.

# Skills

Org Setup, Profile, Permission Sets, Sharing Settings, Reports, Dashboards, User Setup, SOSL, SOQL, Lightning, Workflow Rules, Validation Rules, Process Builder, Apex Classes, Apex Triggers, DataLoader.io, Import Data Wizard, Workbench, HTML, CSS, JavaScript, SQL, CPQ Basics.

# Experience

## **MARCH 2017 - PRESENT**

### Data Brains Global Software Pvt Ltd, Hyderabad *- Salesforce Administrator*

Project: **Hapag-Lloyd**

Responsibilities:

* Provide support over 4700+ users worldwide and responsible as **POC**.
* Deploying the changes and configurations by using The **Change set & ANT force.com Migration tool.**
* Conduct training programmes for new users before releasing their license and updates for others on new releases/capabilities before going live**.**
* Maintain and customize Salesforce.com scopes for standard **objects like accounts, contacts, opportunity, Products and custom objects, object relationships etc., to support vital business functions.**
* Work with business super users to configure and manage complex user accessibility settings using T**erritories, Permission sets, Sharing Rule, Queue, Groups, FLS etc. to ensure system security.**
* Decides and defines the **Roles and Profiles in CRM for each new user depending on their Business role in the organization**.
* Overall, fully optimize work flow and increase both comprehensibility and potential of clients to utilize Salesforce.
* Track and perform daily routine necessary activities such as **merging duplicates, task assignments, maintaining and upgrading security permissions, & more**.
* Ensure data integrity through the appropriate use of De-duplicating, loading and exporting tools, for bulk of data using **Import Wizard**, **Data Loader and Workbench**.
* Successfully implemented Automated processes by using **Process Builder and Work flow rules.**
* Proposed and implemented successfully **Email 2 Case** functionality for the support teams.
* Manage ongoing support request and administrative needs of users.

Project: **British Co. Group of Realtors.**

Responsibilities:

* Manage ongoing support request and administrative needs of users.
* Provide support to over 8500 standard Salesforce users worldwide and act as a lead to the primary contact team for end-user support.
* Conduct training programmes for new users before releasing their license and updates for others on new releases/capabilities before going live.
* Maintain and customize Salesforce.com scopes for standard objects like accounts, contacts, opportunity, Products and custom objects, object relationships etc., to support vital business functions.
* Work with business super users to configure and manage complex user accessibility settings using Territories, Permission sets, Sharing Rule, Queue, Groups, FLS etc. to ensure system security.
* Decides and defines the Roles and Profiles in CRM for each new user depending on their Business role in the organization.
* Track and perform daily routine necessary activities such as merging duplicates, task assignments, maintaining and upgrading security permissions, & more.
* Ensure data integrity through the appropriate use of de-duplicating, loading and exporting tools, for bulk of data using Data Loader and Workbench.
* **Configure Fields, pick lists, record types, page layouts, work flows, approval processes, validation rules, Salesforce for Outlook, Document templates etc.**
* Creates **Work flow, Process Builder and Flows for automation to meet business needs.**
* Assist users with **reports and dashboards design to track pipeline/stages** for management visibility and individual level.
* Manage multiple **sandbox environments and schedule and monitor the sandbox refresh**.

Project: **Cigna Dental Insurance**

Responsibilities:

* As a Salesforce developer I was responsible for gathering requirements and provide solution to the client.
* Created new user Accounts and assigned profiles as per their role hierarchy.
* Defined **Org wide default**to restrict access from users.
* Defined **Lookup** and **master-detail relationships** on the objects and created junction objects to establish connectivity among objects.
* Defined **Org Wide Default** to restrict access from users.
* Customized **Page layouts** for Standard/ Custom objects and assigned Record types.
* Created Field Dependencies, Data Validation rules, Workflow rules, Assignment rules and Formulas as per business requirement.
* Taking back up data (Monthly or Weekly) to .CSV file based on User request using **Data Loader.**
* Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Cases, Campaigns, Reports and Dashboards.
* Developed **Visualforce pages, Apex Classes, Controller Classes, Extensions,** and **Apex Triggers** for various functional needs in the application
* Created and used Email templates in **HTML** and **Visual Force.**
* Created Workflow rules to automate Tasks, Email Alerts, Field Updates, Time-Dependent actions.
* Used **SOQL** & **SOSL** with consideration to **Governor Limits** for data manipulation needs of the application.

## **JUNE 2014 - MAY 2016**

### Design Space Systems, Guntur *- CAD Engineer*

Responsibilities:

* Conduct training on cad programs.
* Assisting students with their academic projects.
* Marketing activities for business development.
* Ensured design compliance with product specifications and standards requirements.
* Developed cad drawings to support prototype designs.

# Education

**Chebrolu Engineering College, Guntur** *- B.Tech*