**Geetika Gupta**

**Salesforce Admin**

**Location: NJ | Email:** [**Geetika.gupta084@gmail.com**](mailto:Geetika.gupta084@gmail.com) **| Ph:** **607-699-1581**

**Professional Summary:**

* **More** **than** **6+ years** of experience in **IT** and years of experience as a **Salesforce** **Administrator** with **CRM** Platforms
* Experience in Salesforce Customization, Integration, Security Access, Workflow Approvals, Data Validation, Data Utilities, Designing, Analytics, Sales, Marketing, Customer Service, and Support Administration
* Know how to create Custom Objects, Custom Fields, Tabs and maintained field level security
* Have configured process builder, flows and Approval Processes
* Experience with data migration and upgrades using the **Salesforce.com** tool app exchange **Data** **Loader**
* **Salesforce.com** Platform Administration, Configuration, Customization, Development, Integration, and Support Expertise
* Built Reports and Dashboards using Custom Report Types
* Developed various Custom Objects, Tabs, Relationships, Formulae and Validation Rules
* A solid understanding of **CRM**, **Salesforce CPQ**, **SAAS**, **SOSL**, **SOQL** and **Workbench** concepts and processes
* Served as a liaison between multiple teams and vendors, as well as an effective manager of offshore resources
* Self-motivated and capable of quickly learning new technology and procedures and applying them successfully to projects and operations.
* SQL, MS Office, Business Analytics, Jira, Quality Center, Element. Cloud, Trello.
* Sales Cloud, Service Cloud, Non-Profit Cloud, Experience Cloud.
* Data Loader, Data Import Wizard, Reports and Dynamic Dashboard.
* Automation (workflow, Process Builder, Flow).
* Served as a liaison between multiple teams and vendors, as well as an effective manager of offshore resources
* Self-motivated and capable of quickly learning new technology and procedures and applying them successfully to projects and operations.
* Built Reports and Dashboards using Custom Report Types
* Salesforce CRM development, administration, configuration, implementation, and using the language
* Experience with data migration and upgrades using the Salesforce.com tool app exchange Data Loader

**Skills:**

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| --- | --- |
| **Salesforce Technologies:** | Triggers, Test classes, Batch and Force.com Eclipse IDE plug-in, Visual force, Controllers, Loader and Salesforce Connect and Workflows |
| **Databases:** | SOQL and SOSL |
| **Tools:** | Salesforce CPQ, SAAS and Workbench |
| **Others:** | CRM, APP Logic, Formulas & Validation, Database, User/Data Management |
| **Methodologies:** | SDLC and Agile |
| **Operating Systems:** | Windows and Mac OS |

**Education:**

**Master of Computer Application Jul 2005 - May 2008**

**Bachelor of Computer Application Jun 2002 - Jun 2005**

**Experience**

**BCBS, NJ | Jul 2022 – Present**

**Salesforce Admin (Intern.)**

* Manage user profiles, permissions, roles, and validation rules in the Salesforce application
* To apply business logic, create workflow governed and defined associated tasks, time triggered tasks, email alerts, and field updates
* Gathering detailed requirements & full Solution documentation for requirement delivery
* For automating business logic, create and deploy custom tabs, validation rules, Approval Processes, and Auto-Response
* To meet the demands of companies, design, create, and deploy page layout, components, custom objects, custom tabs, and visual force pages
* To control access to certain fields, combine field level security with page layouts.
* Weekly meetings to review Salesforce configuration updates and determine the next steps
* End-user training documentation and workshops to ensure user understanding of customizations
* Security, Roles, Field Accessibility, Company Wide Default Settings, Profiles, Field Level Security, Permission Sets, and Sharing Settings are all used to build the security paradigm for the organization
* Users, roles, and public groups were created, and role hierarchies, sharing rules, and record level permissions were built to allow different users to share access
* To the custom objects, add picklists, dependent picklists, lookups, master detail relationships, validation, and formula fields
* Develop many Custom Reports & Dashboards to further assist managers, as well as a report folder to give relevant staff access to reports
* To assist managers in better utilizing Salesforce as a sales tool, create many Reports and Report folders, and organize distinct Reports for different user profiles based on the organization's needs
* Data Loader is used to migrate data
* To read, extract, and load data from a CSV file, I used Data Loader

**Dell, India | Jun 2021 – Jun 2022**

**Salesforce Administrator**

* Using a data loader, data was transferred from legacy systems to Salesforce CRM
* creating Effective dashboards, reports, and modify fields, page designs, record kinds, searches, and list views in Salesforce.com as necessary
* Automate organizational processes and procedures using Workflows, Process Builder, and Flow Builder
* Keep authentication methods including user accounts, mobile user accounts, sharing rules, user roles, user profiles, content folder rights, groups, list view rights, and custom pages up to date
* Worked closely with business partners to realize the full capabilities of Salesforce CRM
* Support for Salesforce administration, including upkeep of multiple user setup, profiles and roles, security, customization of objects, fields, and workflow rules, creation of new page layouts for records, construction of drop-down lists, custom objects, and linked lists, and account management
* Using a data loader, perform import and export operations to load customer data and other master data
* Data loader was used to map the fields between the present reporting system and Salesforce
* Case management expert who gathered information from the company's website and customer communications
* If a consumer approaches outside of business hours, manage the auto response rules
* Record Types, Validation Rules, Triggers, and Page Layouts are all covered.

**Tata Consultancy Services | Jan 2011 - Feb 2014**

**Position: IT Analyst**

* Using a data loader, data was transferred from legacy systems to Salesforce CRM.
* To apply business logic, create workflow governed and defined associated tasks, time triggered tasks, email alerts, and field updates.
* Create Standard & Custom Reports & Dashboards.
* Perform data import using Data Import Wizard/Data Loader to bulk add/update records.
* If a consumer approaches outside of business hours, manage the auto response rules
* Automate organizational processes and procedures using Workflows, Process Builder, and Flow Builder.
* To the custom objects, add picklists, dependent picklists, lookups, master detail relationships, validation, and formula fields.
* If a consumer approaches outside of business hours, manage the auto response rules
* Keep authentication methods including user accounts, mobile user accounts, sharing rules, user roles, user profiles, content folder rights, groups, list view rights, and custom pages up to date
* Data loader was used to map the fields between the present reporting system and Salesforce.
* Used Service management tools for incident management, change management and escalation to next tier of support.
* Managing data and keep track of Metrics so that the targets are achieved.
* Collect data on customer issues and work with team to develop trends as part of problem management to avoid issues in future.
* Excellent analytical and problem-solving skills.
* Developed workflow rules, time triggered workflows for various business requirements.
* Used field level security, profiles and audit trail setup to ensure that protected data is only with authorized users.
* Designed and Implemented the Page layouts and Custom tabs to suit the needs of the application.

**HCL – Sr. Analyst | Jun 2010 - Dec 2010**

**Position: Technical Support - Identity, and access management**

* Using a data loader, data was transferred from legacy systems to Salesforce CRM.
* As a Senior Associate at HCL CommNet helped business users to resolve any technical issues related to Desktop, Mac, printers, and outlook.
* Worked in a fast-paced environment following ITIL guidelines to manage incidents, change requests and make sure the SLAs are met.
* Worked as a quality control Spock for all the incidents to identify issues and make sure standards are maintain and provide feedback to associates if required.
* Ensured technical documentation is created, updated, and reviewed on a regular interval.
* Used Service management tools for proper incident management, change management and escalation to next tier of support.
* Managing data and keep track of Metrics so that the targets are achieved.
* Developed workflow rules, time triggered workflows for various business requirements.
* Used field level security, profiles and audit trail setup to ensure that protected data is only with authorized users.
* Created pick lists, dependent pick lists, lookups fields, junction objects, master detail relationships, validation, and formula fields.
* Ability to work collaboratively in a team environment with a strong focus on customer service and solution ownership.
* Ability to communicate in a clear and concise manner, demonstrate strong problem-solving skills and is successful when working in Integrated Product Teams.
* Execute regular reviews of access management systems and provides reports to management.
* Ability to manage time, meet deadlines and coordinate multiple, dynamic, and competing priorities
* Used Service management tools for incident management, change management and escalation to next tier of support.

**Wipro Ltd. – Senior Associate | Feb 2009 - May 2010**

**Position -Technical Support Engineer**

* Using a data loader, data was transferred from legacy systems to Salesforce CRM
* As a Senior Associate at Wipro Ltd helped business users to resolve any technical issues related to Desktop, Mac, printers, and outlook.
* Worked in a fast-paced environment following ITIL guidelines to manage incidents, change requests and make sure the SLAs are met.
* Worked as a quality control Spoc for all the incidents to identify issues and make sure standards are maintain and provide feedback to associates if required.
* Ensured technical documentation is created, updated, and reviewed on a regular interval.
* Used Service management tools for proper incident management, change management and escalation to next tier of support.
* Managing data and keep track of Metrics so that the targets are achieved.
* End-user training documentation and workshops to ensure user understanding of customizations
* Security, Roles, Field Accessibility, Company Wide Default Settings, Profiles, Field Level Security, Permission Sets, and Sharing Settings are all used to build the security paradigm for the organization.
* creating Effective dashboards, reports, and modify fields, page designs, record kinds, searches, and list views in Salesforce.com as necessary.
* Record Types, Validation Rules, Triggers, and Page Layouts are all covered.
* Gathering detailed requirements & full Solution documentation for requirement delivery