Monalisha Patro



**Salesforce.com**

* Reports, Dashboards
* Workflows and Approvals
* OWD, Sharing Rules, Profiles, Data Loader
* Salesforce Lightening
* Sales Marketing Cloud (SFMC)
* E-Mail Studio
* Contact Builder
* Automation Studio
* Journey Builder
* Mobile Connect
* Data Loader
* Workbench

**Salesforce Development**

* Apex Language, Apex Classes, Apex Triggers
* SOQL
* SOSL
* Visual Force Page
* APEX Trigger
* Lightning AURA
* AMPScript
* HTML, CSS and JavaScript
* Apex Web Services
* Salesforce Certified Administrator (201).
* Working as a SFMC Admin/Developer, assisting on and supporting SFMC delivery, functionality, technical architecture and solutions.
* Experience in Salesforce Lightening.
* Experience in SFDC, SFMC, Service Cloud, User admin, Data Management, Reports & Dashboards (Wave Analytics), Email & Desktop Management, Company Settings, Organization Security.
* Experience in Email studio and its marketing principles and best practice across deliverability, IP Configuration and management and consent.
* Experience in Territory Management, Object and Customization, Automation, Packaging and App Management.
* Experience in Salesforce Customization, Security Access, Workflow Approvals, Data Validation, Analytics, Sales cloud in Salesforce.com.
* Experience with various fields like Pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Process Builder and Visual Flow for automated alerts, Field updates and Email generation per application requirements.
* Mass Email promotion and Campaign facilitation of data loads.
* Managing Data (legacy and current) (imports and exports) with data loader.
* Experience in Data Migration and updates through the tool App Exchange Data Loader in Salesforce.com
* Good Knowledge in product development using Apex.
* Good Knowledge in developing on SOQL.

*A Salesforce Administrator with 4+ Years of extensive experience with a technical curiosity and passion for organizing and visualizing information. Motivated by a personal commitment to serve, embrace challenges and exceed expectations. Extensive knowledge of the salesforce.com implementation/development and administration, including requirements understanding. I am competent, confident and practical "thinker" and "doer", with a "yes to do" mindset, with keen interest in technology, methodology and growth mindset to drive tangible outcome for the business.*

Salesforce Administrator & Developer

Skills

Career Highlights

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 **DOB:** 27th May 1993 **Nationality** – Indian

 **Work Permit –** India **Passport –** L7821125

Focus Area

* Sales Cloud
* Service Cloud
* Marketing Cloud
* User Administration
* Data Management
* Reports and Dashboards (Wave Analytics)
* Email and Desktop Management
* Company Setting
* Territory Management
* Organization Security
* Object and Customization
* Automation
* Packaging and App Management

**Freelancing with Upwork as a SFMC Developer**

**Salesforce Developer – (Aug 2020 until Till. date)**

Salesforce Certified Administrator (WI21)

Certifications

Work Experience

B. Tech in Information Technology (IT) from C.V. Raman College of Engineering, Bhubaneswar, Odisha, INDIA

**Degree – 2010 – 2014 (Full Time)**

Education

* Managed Salesforce application user profiles, roles, permissions, generating security tokens, validation rules.
* Managed workflow rules, and defined related tasks, time triggered tasks, email alerts, field updates to implement business logic.
* Created profiles and implemented object levels, field-level and record-level security and managed roles, visibility settings.
* Experience in using Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects. Also, experience using Data Loader to read, extract, and load data from comma separated values (CSV) files
* Ability to use different data tools – Apex Data Loader, Excel Connector, Import Wizard, SFDC Data Export, Mass Delete etc.
* Extensive experience in creating workflows, approval processes, validation rules and sharing & security rules
* Created email templates in HTML and inbound emails using Visual force for the clients and customers.
* Developed & Deployed page layouts, components, custom objects, custom tabs, visual force pages to reach the need of the organization.
* Implemented Pick list, Dependent Pick list, Lookup, Junction Objects, Master detail Relationships, Validation Rules and Formula Fields to the Custom Objects.
* Expertise in maintaining the Functional areas of Data Management, Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created various dashboard per requirement of the user and business need.
* Identifying, manage, escalate, and mitigate all risks and issues on projects.
* JavaScript, Salesforce and VisualForce skills along with extensive experience in CSS Frameworks.

**DXC Technology Malaysia (DXC Internal Project)**

**Salesforce Administrator – (Feb 2018 > July 2019)**

* Responsible for implementing solution based on the blueprint or design document.
* Designing data-driven marketing initiatives utilizing marketing cloud, performing activities such as audience selection, trigger qualification, suppressions, segmentation, building journeys etc.
* Experience in handling data extraction/manipulation techniques such as select, filter, segment, merge-purge, joins, etc.
* Marketing cloud Connect – Worked on Salesforce Objects and capable of retrieving data from Salesforce Objects – Sales cloud/Service cloud to Marketing cloud.
* Creating Contact attributes and Journeys using Contact Builder & Journey Builder Dashboards.
* Creating cloud pages/custom preference centre pages and building suitable functionalities per the client requirement.

**Art & Craft**

**Dancing**

**Cooking**

**English –** Proficiency

**Hindi –** Proficiency

**Odia –** Proficiency

Languages

* Managed Salesforce application user profiles, roles, permissions, generating security tokens, validation rules.
* Advocated for end-users to perform testing and problem analysis for server, desktop and IT Infrastructure work.
* Created various reports (Summary reports, matrix reports, pie charts and dashboards) and Report Folders to assist managers to better utilize Salesforce.
* Created various dashboard per requirement of the user and business need.
* Identifying, manage, escalate, and mitigate all risks and issues on projects.

 **Sulopa Solutions, Bengaluru**

 **Jr. Salesforce Administrator (Dec 2015 > Dec 2017)**

Extra Activities

Work Experience