### Kalaiarasan T 🖂:kalaiarasan88@yahoo.com

***Certified Salesforce Administrator*** 🕿**:+91-9940043809**

Professional Profile

* Over 4 **years** of Experience in Administration,Customization,Implementation, Configuration, Apex Classes, Apex Trigger, REST API and out of the box functionality of business applications using **Force.com** platform in Salesforce.com
* **Create and Manage Changes to the System –**
	+ Proactively seek out and identify needed system changes.
	+ Proactively gather feedback from users.
	+ Manage system changes without interruption to the user.
	+ Communicate system changes to the users in advance so they understand the change and how to use it prior to implementation.
	+ Gather requirements from end users.
	+ Modify the system to increase benefits and usability.
	+ Manage the change control process and “Change Management” Committee if appropriate.
	+ Manage all processes that impact / relate to Salesforce.com.
	+ Manage new releases of SFDC and efficiently roll out new features.
	+ Create and maintain fields, views, reports, dashboards, campaigns and other salesforce.com objects and functions.
	+ Create custom objects when necessary.
	+ Handle on-going customization/ alteration of Salesforce.com.
	+ Maintain, enhance and create workflows, functions and configurations within the Salesforce.com environment.
	+ Create new reporting capabilities and respond to ad hoc reporting requests as needed.
	+ Provide support functions as needed.
	+ Provide sales and financial data to company executives.
* **Maintain System, Security and Integrity –**
	+ Map salesforce.com hierarchy and territories in response to personnel changes.
	+ Reassign Accounts, Contacts, and Opportunities in response to personnel changes.
	+ Grant/ remove and maintain user licenses.
	+ Maintain security including sharing rules and security levels.
	+ Design, Create and maintain user roles, profiles and hierarchies.
	+ Monitor application storage usage and archive data as needed.
* **User Assistance, Training, Adoption and Satisfaction –**
	+ Create and administer training to existing or new users/groups.
	+ Provide one to one training to end users on an on-going basis.
	+ Expand use of Salesforce.com – attend planning meetings, assist with determining if /how salesforce.com can be used in new ways as opposed to purchasing a new internal system.
	+ Assist sales management to create processes in salesforce.com to help monitor activities, trends, sales and leads.
	+ Communicate regularly with user base regarding new features, enhancements and changes to the system.
	+ Monitor usage and mentor users/groups needing assistance.
	+ Continually seek ways to further enhance the end-user experience.
	+ Be the company SME on Salesforce.com.
* **Process Creation, Documentation and Maintenance –**
	+ Document company processes and workflows.
	+ Develop process documentation and field maps.
	+ Create new processes and associated reporting.
* **Data Quality, Migration and Maintenance –**
	+ Assist with migration from older systems/processes into Salesforce.com.
	+ Monitor neglected Leads, Opportunities, Accounts, and Contacts as appropriate.
	+ Import data as appropriate.
	+ Monitor and manage exception logs for back end system integration with SFDC.
	+ Manage duplicate records.
	+ Monitor and improve data quality.
	+ Ensure data integrity by merging duplicate Leads, Contacts, and Accountsperforming mass uploads and updates of data as required.
	+ Removing unnecessary fields and data; ensuring screens, fields and workflow have accurate names and reflect current workflow.
* **Report and Dashboard Creation and Maintenance –**
	+ Create and maintain dashboards.
	+ Create and maintain reports including folder maintenance.
	+ Develop complex, macro driven reports to summarize system information for Senior Management.
	+ Build and manage report folders for reps to improve sales efficiency.

**Work Experience:**

Company Name : QR Solutions India Pvt Ltd

Duration : 05-01-2015 to 29-05-2020

Location : Trichy

Company Name : SRM Technologies India Pvt Ltd

Duration : 01-06-2020 to Current

Location : Chennai

**Projects**

***Project No: 1***

* Title : **Audi Australia**
* Role : Application Maintenance
* Client : Audi Australia (Australia)
* Duration **:** Jan 2015 to Dec 2018
* Environment : Salesforce.

**Description :**In this project we support the customer on the functionalities delivered also do the enhancement requested by the customer.

**Responsibilities :**

* Designed and deployed the custom objects, custom tabs, entity-relationship data model, validation rules, auto-response rules, page layouts, components, visual force pages to suit to the needs of the application.
* Migration of data from excel to SFDC through apex data loader.
* Developed and configured various custom reports and report folders for different user profiles based on the need in the organization.
* Develop apex classes, controller classes and apex triggers for various functional needs in the application.
* Worked on sales cloud module such as web-to-lead, auto-response rules on standard objects like account, contact, lead, campaigns.
* Worked on the service cloud module such as web-to-case, escalation rules, assignment rules.

***Project No: 2***

* Title :**Auto Sports Group**
* Role : Application Maintenance
* Client : Auto Sports Group (Australia)
* Duration **:** Jan 2019 to Sep 2019
* Environment : Salesforce.

**Responsibilities :**

* Designed and deployed the custom objects, custom tabs, entity-relationship data model, validation rules, auto-response rules, page layouts, components.
* Migration of data from excel to SFDC through apex data loader.
* Maintain security including sharing rules and security levels.
* Design, Create and maintain user roles, profiles and hierarchies.
* Maintain, enhance and create workflows, Process builders, functions and configurations within the Salesforce.com environment.
* Create new processes and associated reporting.
* Monitor neglected Leads, Opportunities, Accounts, and Contacts as appropriate.
* Ensure data integrity by merging duplicate Leads, Contacts, and Accounts performing mass uploads and updates of data as required.
* Developed and configured various custom reports and report folders for different user profiles based on the need in the organization.
* Worked in approval process, Web- to- case, E-mail to case, assignment rules.
* Also create and configured Partner community.

***Project No: 3***

* Title :**New Age Caravans**
* Role : Application Maintenance
* Client : New Age Caravans (Australia)
* Duration **:** Jan 2019 to Current
* Environment : Salesforce.

**Responsibilities :**

* Worked on the service cloud module such as web-to-case, escalation rules, assignment rules.
* Create and configure the partner community portal.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Worked on various Salesforce.com standard objects such as Account, Contacts,Case,Activities,Reports and Dashboards custom objects,Triggers,Pages.
* Implemented organizational security baseline, object and field level security to hide critical information on the profile users.
* Carrying out salesforce administrative works such as data entry, listuploading, list cleansing,reportsEtc.

**Declaration**

I hereby declare that the details provided are correct and I take full responsibility for those furnished above.

Date:

Place: (Kalaiarasan T)