LIPSA MISHRA

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SUMMARY

Have 13 years of techno-functional experience in Information Technology, proficiency in building highly efficient CRM Systems, multiple end to end implementations, providing architectural decisions, ensuring optimal user experience, and managing project lifecycle using Agile models.

- Currently working on Force.com platform, across Sales Cloud, Service Cloud, Customer / Partner Communities, Contract Management and Einstein Analytics.
- Hands-on experience on Rest API integrations , Einstein Analytics, Salesforce Apex, Lightning, Reports, SFDX, DevOps Stack (Jenkins for CI / CD), and Ant Migration tool, with good understanding of the Salesforce Security model.
- Led team of engineers and revamped IT processes, implementing weekly code sprints, agile methodologies, and code reviews.
- Effectively partner with various technology teams to implement scalable and sustainable technical solutions using Salesforce technologies, ability to communicate technical designs to the non-tech audience.

EXPERIENCE

Prudential Financial

Staff Salesforce Engineer   (Nov 2017 - Current)

• Delivered the Prudential International Initiatives for Prudential Brazil Insurance, led a team of Salesforce Engineers to implement the SaaS Solution, coordinating and working effectively with global teams.
• Build Salesforce team to design,develop and integrate various business applications with our Salesforce implementation covering multiple business units ,provided technical guidance to the engineering team and been a technical mentor to the scrum team.
• Designed the lead management products crucial for Prudential to capture, manage and track leads through a single funnel with ability for over 100k leads.
• Lead the initiatives for BDR Life and Annuity products across Sales and Marketing teams.
• Ensured high code quality by supporting unit tests, code reviews, technical debt clean up initiatives to improve user experience.
• Driving adoption of modular design, build vs buy, config / coding standards, scalable and reusable frameworks.
• Worked closely with business, platform engineering, program management teams to define quarterly roadmap & timelines for key initiatives.

Sunrun

Sr. Salesforce Lead   (Oct 2016 – Oct 2017)

• Worked on different projects for automating the lead generation, opportunity conversion, forecasting and integration with retail partners like Costco and Home Depot.
• Designed force.com sites for leads and referrals with integration on social media like Facebook, twitter and Communities.
• Implemented Rest API integrations with various third-party apps like Incontact, Wattzon, and SMS magic for better lead conversion.
• Re-designed appointment process to increase appointment disposition to greater than 80% of appointments and provide the structure to disposition all appointments.

Motorola Mobility (a Google Company / Lenovo Company)
SPCLST IT Systems-Salesforce   (Oct 2011 – Oct 2015)

• Automated the Contract Management System , Non-Disclosure Agreement (NDA) and Self Audits for Supply Chain,
GoToMarket, Sales, Marketing, HR, IT business needs and integration with APTTUS , Tableau and Docu-sign.
• Led the data integration project to move the legacy supply chain process to Cloud and marketing pipeline to
ExactTarget.
• Headed up development efforts for expanding the ecommerce channel for more carriers (Verizon, Sprint, T-Mobile)
after exclusive AT&T launch in 2013.

Apple
Sr. Software Engineer   (Aug 2009 – Aug 2011)

• Developed the application to accurately measure Level 2 repair costs and making accurate estimates of the cost per
repair carried out by suppliers with reporting capabilities.
• Re-engineered & automated the issuing the Third Party Freight shipping process and approvals for improved cost
control and reporting.
• Designed and developed the automated system to audit,track and monitor any violation of Employee Purchase Plans.

Tech Mahindra Limited
Software Engineer   (Dec 2006 – Jul 2009)

• Led project to redesign web app and developed new data-driven approach, which resulted in an increase in correct data
for the R&D Project at GlaxoSmithKline
• Successfully revamped the Health Care Product for CIGNA for an enhanced product experience, with faster load times,
less CPU load, better security, and more diverse features.

TECHNICAL SKILLS

Salesforce.com: Salesforce.com CRM, Lightning Framework, Apex triggers, Apex classes, Apex APIs, web services,
Apex Data Loader, Javascript, SOQL, SAQL, Einstein Analytics, Flows, Workflows and Approvals, Apttus CLM,
Docusign, Apttus XAuthor, Apex Custom Controllers, Apex Batch,Visual force Pages, ExactTarget marketing cloud,
SMS Magic, WattzOn, Incontact, Omnichannel

ETL Tools: Informatica, Talend Open Studio

CERTIFICATIONS

- Salesforce Certified Einstein Analytics and Discovery Consultant
- Salesforce Certified Platform Developer I (SP17)
- Salesforce.com Certified Administrator ADM 201
- Salesforce Certified Platform App Builder (WI18)
- Salesforce.com Certified Force.com Developer DEV 401
- ITIL® Foundation Certificate in IT Service Management
- 1Z0-007 : Introduction to Oracle9i: SQL
- 1Z0-147 : Oracle9i: Program with PL/SQL
- 310-055 : Sun Certified Programmer for Java 2 Platform
- Demandware Developer
- M101J : MongoDB for Developers

EDUCATION

B.E (Electronics and Telecommunication), Biju Patnaik Institute of Technology, India   (2002 - 2006)