**Shalin Patel**

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**PROFESSIONAL SUMMARY:**

* Around 4+ years of IT experience in all phases of Software Development Life Cycle (SDLC) which involves requirement gathering, analysis, design, development, implementation & enhancement of projects in salesforce.
* Certified Salesforce Admin, Advance Admin and Developer with 4+ years of Salesforce application development.
* Proficient with understanding of CRM business processes like Account, Contact, Opportunity, Lead, Campaign and Case Management.
* Good experience with salesforce out of the box data model and modeling in salesforce by creating Custom Objects, Formula Fields, Rollup Summary Fields, Field dependencies, creating new relationships using Lookup, Master-Detail and Junction Objects.
* Expertise with salesforce.com administrative activities: Creating Profiles, Roles, User, Permission Sets, Record Types, Page Layout assignment, Search Layouts, Field-Level Security, Custom Tabs, Validation rules, Formula Fields, Email Services, Workflows, Approval Process, Reports and Dashboards.
* Proficient in building business logic using salesforce declarative programming like Validation rules, Formula Fields, Workflow Rules, Approval process and its actions Field update, Email alert, Outbound message and Creating Task.
* Strong experience in implementing salesforce new features like Process Builder and performed actions Creating Records, posting a Chatter post, Email Alert, Invoking an Apex Class.
* Good experience in setting up Organization Role Hierarchy, provisioning data visibility rules by configuring OWD, Criteria/Owner based and Apex managed sharing rules.
* Extensive experience in building Reports, Dashboards, Analytics Snapshot using Standard and custom Report types for the business users, management for higher visibility.
* Extensive experience with different methodologies like Agile and Waterfall.
* Interacted with Customers in requirements gathering, brainstorming sessions, preparing, BRD, Technical Solution Design (TSD) for Salesforce.com implementations.
* Proficient with Object Oriented Programming and development web based applications using Java Technologies: HTML, DHTML, CSS, XML, JavaScript, and J2EE.
* Excellent Communication skills, good team player with ability to work as a part of both large and small teams.
* Developed salesforce Lightning Apps, Components, Controllers, and Events.

**TECHNICAL STUFF:**

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| Salesforce.com Platform | Apex Language, Apex Classes, Apex Triggers, Apex Web Services, VisualForce Pages, Workflow & Approvals, Lightning components,Dashboards, Data Loader, Reports, Analytic Snapshots, Custom Objects, Apttus. |
| Salesforce.com Tools | Force.com Eclipse IDE Plug-in, Data Loader, GIT /SVN, Force.com Platform (Sandbox and Production), Force.com Explorer. |
| Database | Microsoft SQL Server, T-SQL. |
| Web Technologies | HTML, CSS, JavaScript. |
| Languages | Apex, Java, J2EE, SOQL. |
| Custom Integration | Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom Settings, Custom Labels and Tabs, Account Management, Contact Management, AppExchange Package & Custom Application and Sandbox Data Loading, Force.com Migration Tool. |

**EDUCATIONS & CERTIFICATIONS:**

* **Master’s degree, Computer Science - Monroe College (2018-2019)**
* **Salesforce Admin and Advance Admin Certified**.

**PROFESSIONAL EXPERICENCE:**

**Ryder Ltd, New York, NY April 2018 – Present**

**Senior Salesforce Administrator and Developer**

**Responsibilities:**

* Developed reports, dashboards, and processes to continuously monitor data quality and integrity.
* Onsite point of contact for salesforce for the inside sales team.
* Managed the database for the team’s regions and performed basic administration, de-duping and cleanup procedures.
* Managed ongoing support request and administrative needs of users.
* Monitored team’s adoption rates and responded as needed providing them with training sessions, communication and documentation as needed.
* Assisted users with report design and management. Work with Time Warner team to integrate online initiatives into the database.
* Designed, setup and maintained Salesforce standard objects, custom objects and junction objects, while also structuring user roles, security profiles and workflow rules.
* Ensured data integrity through the appropriate use of de-duping, loading and exporting tools, for bulk of data using Data Loader, Admin Garage and Lexi Loader.
* Created and updated users, reports and dashboards to track pipeline/stages for management visibility, while integrating Apex (applicants) to Salesforce accounts such as Conga Merge and Outlook.
* Performed user & administration training sessions for clients to utilize Salesforce and respective program.
* Support and provide recommendations to the COO, CTO, VP of Sales, and VP of Services by tailoring Salesforce.com to meet agile business needs.
* Recommended, designed and implemented a Marketing process in Salesforce to automate communications between Sales and Marketing, associate campaign influence to opportunities for ROI reporting, and to provide real time status on campaign members.
* Migrated the Job Science recruiting application to a new Vana HCM application which manages all HR Functionality.
* Cleansed duplicate data and defined dupe blocking parameters to maintain data integrity.
* Worked with Data loader for loading the attachments into salesforce.com, related to objects like Accounts, Contacts, Opportunities, and Activities.
* Created and maintained User Roles, Security, and Profiles that was required for the Salesforce Knowledge implementation.
* Implemented and Consumed Knowledge Base Dashboards & Reports App Exchange for providing Reports and Dashboards that monitors the Knowledge Base.
* Involved in the creation of Knowledge Content, Format and Delivery Methods.
* Managed and implements customization requests by Business Users, including creating workflow triggers, workflow alerts, and automated email response.
* Performs new release evaluations with Business Owner & manages new functionality rollouts.
* Identified and resolved problems, which may impact projects by monitoring progress and project status.

**ElegantSwiss, Ahmedabad, Gujarat, India Apr 2016- Aug 2017**

**Salesforce Administrator**

**Responsibilities:**

* Coordinated business process review meetings with multiple teams to establish standard workflow processes.
* Experience on Salesforce modules objects like Campaigns Management, Leads and Opportunities
* Designed, Implemented and developed the Custom Objects, Page Layouts, Custom Tabs, and Components to suit to the needs of the application.
* Worked with business analyst to develop project implementation and develop plans including user interfaces.
* Design, implementation, administration and troubleshooting Apttus CPQ system, managing security profiles and providing technical support for Sales users.
* Used Community cloud to build deeper relationship with customers to provide better service and assist them through online.
* Worked with the Business group for requirement gathering throughout the planning and implementation. Coordinate with business analysts for the issues requiring business analyst help.
* We have provided solutions and support for Single sign on SSO, ensuring compliance with international security standards like SAML 2.0.
* Manage Salesforce security including roles, profiles, sharing rules, workflows and groups.
* Maintain and customize Sales Cloud and Service Cloud applications.
* Manage operational requests and reporting including customer analysis and individual views, and troubleshoot issues.
* Maintain database for integrity and accuracy including cleansing and duplicate record management.
* Manage all sales related technical resources and migration of data into Salesforce.
* Evaluate new releases of Salesforce to determine functionality requirements and provide detailed information on how changes will apply to all affected departments/users.
* Created various Profiles, Roles, and Page Layouts and configured the Permissions based on the Organization hierarchy requirements. Hands on experience on using languages like HTML, DHTML, HTML5 in attaching page content like data, images and videos.
* Created user Roles and Profiles, Security Controls and Sharing Settings, Permission Sets.
* Managed users, hierarchical roles, profiles, security controls and territory management.
* Defined Lookup and Master-Detail relationships on the standard and custom objects.
* Created Roll-up Summary fields to aggregate data from child records on the parent.
* Used Field-level Security to ensure that protected data is only shared with authorized persons.
* Experience in web technologies like HTML, XML, CSS, JSP, JavaScript, WSDL, J-query, Tool tip & Auto Complete widget, SOAP, REST, BULK and METADATA API.
* Used SOQL and SOSL for data manipulation needs of the application using platform database objects