



# Kalpesh Pravin Gandhi

Techno Functional Salesforce & Salesforce Marketing Cloud Consultant

SALESFORCE CERTIFIED

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Sales Cloud Consultant

Administrator

Marketing Cloud Email Specialist

Aim to succeed in a challenging environment to utilize my technical skills for the advancement of the company along with my personal goals with the intention of securing a better professional career with good opportunities.

## Contact

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## Technical Skills

- CRM
- Salesforce
- Sales Cloud
- Marketing Cloud
- Service Cloud
- Communities
- Lightning Experience
- App Exchange Products
- AmpScript
- Journey Builder
- Integrations
- SSO
- Cloud Pages
- Automations

## General Skills

- Analyst
- Business Development
- Problem Solving
- Collaboration
- Communication
- Documentation
- Presentation
- Team Management

## Tools

- Data Loader
- Drawloop
- Copado
- Marketing Cloud Connect
- JIRA
- JitterBit Cloud Data Loader
- Cherwell
- Azure Devops
- Confluence

## Achievements

- “Pat on the bat” award in Feb 2020
- “Employee of the Month” award in July 2019
- “Hot Stepper” quarterly award in Jan 2018

## Volunteering

- Delivered session in Jaipur **Salesforce User Group Event**
- Active Participant in Salesforce Trailblazer Community Events
- 130+ Trailhead Badges

## Work History

- ◆ **Lead Consultant - ITC Infotech (12/18 - Present)**  
Salesforce Sales Cloud / Community Cloud / Marketing Cloud Consultant | Team Lead | Techno Functional Consultant
- ◆ **Senior System Executive / Eternus Solution Pvt. Ltd. (06/15 -12/18)**  
Salesforce Marketing Cloud Consultant | Senior Salesforce Administrator and Developer | JIRA Administrator | Functional Consultant | Technical Analyst

## Project Experience

- ◆ **Solution Architect - Tobacco Manufacturing and Distributor (Present)**
  - > Design Solution approach and data to Implement of Retail Engagement platform on Salesforce Community based on business needs
  - > Design data modal and solution approach for third party integrations and SSO
  - > Review impact assessment related to Salesforce community and other platforms
  - > Review and share approval on impact assessment on salesforce communities
  - > Implement retail engagement platform solution across markets
  - > Advocate Salesforce products and leverage base on business needs
- ◆ **Support TL- Tobacco Manufacturing and Distributor (12/18 – 04/20)**
  - > Root cause analysis across Salesforce and lightning components Adhering to SLA
  - > Resolve issues raised by End Market across salesforce communities
  - > Solution approach design for all the new requirements
  - > Perform unit testing and deployment
  - > End to end delivery and team management (Issues allocation) adhering to support SLA's
- ◆ **Heating Product Manufacturing Organization**
  - > Requirement Gathering, Data modeling and Solution approach design
  - > Configure Marketing cloud
  - > Create Custom Subscription Centre to track all the subscription details
  - > Configure SAP for Domain on Salesforce Marketing Cloud
  - > Development and Testing
  - > Design and Implement Customer Journey's
- ◆ **Health & Safety Product Manufacturing**
  - > Implement Salesforce Community based on Business needs
  - > Prepare User stories and SoW after understanding the business requirement
  - > Implement Apex Triggers, visual force, and salesforce configuration
  - > Perform unit testing and deployment
- ◆ **Finance**
  - > Requirement analysis and solution design for end to end customer journey using Journey Builder's
  - > Use decision splits and engagement splits to send multiple emails at every stage
  - > Develop a solution to manage campaign and campaign data to track RSVP using landing pages and track data in Salesforce and Marketing cloud



## Personal Details

- **DOB:** 02/06/1992
- **Language:** English | Hindi | Marathi | Gujarati
- **Interest:** Writing Poems | Cooking | Drawing random cartoons | Social Communication
- **Present Address:** F-10, Abhijeet Apartment, Laxmitara Nagar, Dange Chowk, Chinchwad, Pune-411033
- **Permanent Address:** F-3, Annurang Apartment, Navi Peth, Ahmednagar-414001

## Education

- B.E. in Information Technology (2015 pass out)
- H.S.C Maharashtra Board (2010 pass out)
- S.S.C Maharashtra Board (2008 pass out)

## ◆ **Services and Consulting**

- > Perform requirement analysis
- > Configure AppExchange applications, apex triggers, VF pages, batches, and standard customization
- > Marketing cloud Custom Subscription Center, Customizations and Marketing cloud connect
- > Defining and Implementing Customer Journeys

## ◆ **Education Non-Profit**

- > Perform JIRA Server Migration
- > Perform update self-hosted JIRA Server
- > Configuration of fields, screens, and issue types in JIRA
- > Configuration of users and groups in JIRA
- > Configuration of JIRA permissions
- > Perform unit testing

## ◆ **Aviation**

- > Perform requirement analysis
- > Analysis of issues raised by the client
- > Resolve identified issues in defined timelines
- > Adhering to SLA
- > Implication testing of functionality as an effect of changes made