**Purva Mittal**

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**Summary:**

* Having 3 years of experience in IT Industry
* Proficiency in SFDC Administrative tasks like creating Profiles, Users, Page Layouts, Process builder, Workflows, Validation rules, Reports, Record types.
* Knowledge of SFDC development using Apex classes and Triggers, Visual Force, SOQL, SOSL
* Deployment Experience using Change sets and workbench.
* Experience in data migration with data loader and work bench
* Good knowledge about agile development process.
* Ability to function effectively as a team player and achieve organizational objectives and initiatives.
* Strong in Logical and Analytical skills.
* Experience of working in multi-cultural environment
* Ability to pick up new Technology, enthusiastic, smart working and great zeal to learn new skills.

**Technical Skills:**

**Force.com** : Salesforce Configuration, Security Model, Apex Triggers, Apex Classes, Visual force Pages, Workflow Rules, Process builder, SOQL,SOSL.

**OS** : Windows

**Tools** : Data Loader, Workbench

**Professional Experience:**

**Organization** : Grazitti Interactive

**Project** **#1** : 8x8

**Role** : Software Engineer

**Technology** : Salesforce

**Description of the Project:**

The Salesforce application is a sales and service cloud implementation. 8x8 products include cloud-based voice, contact center, video, mobile and unified communications for businesses. Issues raised by the existing customers were logged as case records and assigned to the service representatives for assisting customers to provide resolution and coverting leads into opportunities to generate maximum revenue.

**Responsibilities:**

* Development of Apex classes, Triggers, Visualforce pages etc. as per requirement.
* Worked on picklists,dependent picklists,lookups,formula fields, master detail relationships ,validation rules.
* Created page layouts, related lists ,custom objects, record types and tabs as per the requirement.
* Worked on data migration with data loader.
* Code Deployment using Change Set and workbench.

**Organization** : Infosys Ltd

**Project** **#2** : Energy Management Solutions

**Role** : Systems Engineer

**Technology** : Salesforce

**Description of the Project:**

The Salesforce application is a sales and service cloud implementation. Issues raised by the existing customers were logged as case records and assigned to the service representatives for assisting customers to provide resolution. The Application comprises of Approval process, Workflow rules, Apex classes, Process builder, Visualforce pages, Validation rules etc.

**Responsibilities:**

* Requirement Analysis, Estimates & Development
* Worked with profile related permission, roles, objects, fields, validation rules, page layout changes.
* Understanding the application's existing data model and modifying the same to include updates.
* Creating reports and dashboard components.
* Development of Apex classes, Triggers, Visualforce pages etc. as per requirement.
* Code Deployment using Change Set.

**Organization** : Infosys Ltd

**Project** **#1** : Adidas

**Role** :SystemsEngineer

**Technology** : Salesforce Marketing Cloud

**Description of the Project:**

Adidas is a German multinational corporation that designs and manufactures shoes. The main focus was on marketing the product using SFMC to maximise the purchase of the shoes from adidas website.

**Responsibilities:**

* Working in CRM (Customer Relationship Management ) that involves engaging the customer to maximise the purchase of the product.
* Created emails in SFMC for various campaigns like OLC campaign, Behavioral campaign, Membership campaign in CRM.
* Created and edited SQL queries for maximum efficiency and performance.
* Worked on transactional emails in SFMC that involves sending the emails to the customers right from placing the orders to delivering the placed orders.
* Involved in unit testing of transactional emails through Postman.
* Worked on abandoned cart and abandoned browse emails in SFMC to maximise the purchase.
* Worked in journey builder in SFMC to deliver the emails.
* Worked in automation studio in SFMC to deliver the emails.
* Worked on creating data extensions and adding translations into the Data Extensions.
* Attended scrum calls, and actively supported knowledge management within the team .
* Documenting processes and procedures on confluence.

**Education:**

* **B Tech|2017| Punjabi University**

Punjabi University- Patiala| Computer Science and Engineering| 80%

* **12TH|2012| HSC (CBSE Board)**

National Convent School- Moga| 75.6%

* **10TH|2010| SSC (CBSE Board)**

D.N. Model School- Moga| 95%

**Personal Details:**

**DOB** : 06-September-1994

**Nationality** : Indian

**Language** : English, Hindi