Graphical user interface, text, application

Description automatically generated**Megha Sharma**

Salesforce Administrator / Salesforce Business Analyst

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Salesforce Certified Administrator with 7 years of extensive salesforce experience in configuration with expertise in implementing CRM, creating functional dashboards and reports. Organized problem solver with strong technical aptitude and ability to partner with leadership, sales, service, support, and other important teams to maximize operations & interactions.

**SUMMARY**

* Salesforce Administrator with expertise in**Medical and Pharmaceutical, Banking and Media and Entertainment** domains.
* Worked as**Salesforce Admin and Business Analyst with proficient experience in Salesforce CRM with Configuration, Security Access, Workflow Approvals, Data Validation, Sales Cloud & Service Cloud in Salesforce CRM Platform.**
* Experience in Communicating with the **SFDC** designated **SuperUsers** to support them in their Role and provide information and **Training** on new features and functionality and document the respective changes.
* Worked as enhancement team member and performed the roles of**Salesforce.com Administration**in the organization.
* Worked on**Data Migration**and update through the tool**App Exchange Data Loader and Data Import Wizard** in**Salesforce.com.**
* Experience with**Salesforce Sandbox**and Production Environments and Installing**Salesforce.com AppExchange App, Configuring and Maintaining Users Security Permissions**in Compliance with Organizational needs.

**PROFESSIONAL EXPERIENCE**

**Client: Asia TV USA Ltd. / Zee TV USA (NJ)**

**Role: Salesforce Admin / Salesforce Business Analyst**

**Period: April 2018 - present**

**Scope of Project**

Asia TV USA, Ltd is a distributor of a wide variety of television, entertainment and media content in the United States, Canada, the Caribbean and Latin America across cable, telco, satellite, broadband and OTT platforms.

This project involved upgradation of their existing software and integrating them to Salesforce to enable users to churn data faster. Another important aspect of this project is to allow uploading bigdata to the Zee TV servers to optimize the advertisement insertion on the TV stations.

**Responsibilities**

* Worked with the user group for requirement gathering as a **Salesforce Business Analyst** throughout the planning and implementation.
* Experience with **Sales** and **Service cloud**.
* Worked in setting up service cloud console, help desk and providing multi-channel support to the customer.
* Configured Salesforce Knowledge with service cloud.
* Implemented the requirements on **Force.com platform for booking of TV commercials and execution of client campaigns**.
* Created new user accounts and assigned profiles as per their role in role hierarchy.
* Customized page layouts for **Standard/Custom objects** and assigned Record Types.
* Created Data Validation rules and formulas as per business requirement.
* Worked with various **Confidential Standard objects** like Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards.
* Created Workflow Rules to automate Tasks, **Email Alerts, Approval processes**, Field Updates, time-dependent actions, Lightning Process Builder, Outbound API Messages, and used Email templates in HTML/Visual Force.
* Created Reports and Dashboards to track Opportunity pipeline/Stages for Management visibility.
* Planned testing strategy, created and signed off test-script, executed User Acceptance Test.
* Performs system administration functions such as user management (profiles and roles), field and **validation rule configuration, record types, picklists, page layout management**, mobile setup, data management (uploads), folder management, and public groups, as well as other configuration items.
* Designed various Webpages in Visual Force for capturing various customer enquiries and Implemented logic for migrating cases to different queues based on the type of customer enquiry.
* Responsible for all the activities related to configuring **Data Loader**, uploading data in CSV files into Confidential, checking for the correctness of the data.
* Help users with Chatter teams/Groups and follow application as well.

**Environment:** Salesforce.com Platform, Service Cloud, Sales Cloud,Data Import Wizard, Data Loader, Workflow & Approvals, Process Builder, Reports & Dashboards, Custom Objects, Custom Fields, Custom Tabs, Data Security, Email Templates, and Chatter.

**Client: Access Pharmaceutical, Delaware**

**Role: Salesforce Administrator**

**Period: Aug 2016 –Aug 2017**

**Scope of Project**

Access Pharmaceutical is a leading provider of healthcare and pharmaceutical products/services with a vision of innovative patient solutions for physicians as well as all spectrums of healthcare providers. From primary care, specialty as well as personal care, Access Pharma team members provide quality, clinically distinctive solutions to many patients every year.

At Access Pharma I was responsible for uploading client’s bulk information, managing the data workflow and client profiles. I also developed reports and dashboard and participated in cross-functional agile team involving CRM.

**Responsibilities**

* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Confidential, checking for the correctness of the data.
* Work with custom workflow, notifications, approval processes, and Lightning Process Builder.
* Implemented Record-Level and Field-Level security and configured their sharing settings.
* Created and maintained user profiles, workflows, dashboards on Salesforce and other CRM software.
* Responsible for enabling network-based security and organization-wide list of trusted IP address.
* Set permissions for users using Object-Level and Field-Level security best practices.
* Worked with **Data Import Wizard** and **Data Loader** for Insert, Update & Delete for Data Import & Export Activities along with 3rd party tools.
* Participated in bug review meetings.
* Performs system administration functions such as user management (profiles and roles), field and validation rule configuration, record types, picklists, **page layout management, mobile setup**, data management (uploads), email templates, folder management, and public groups, as well as other configuration items.
* Work with custom workflow, notifications, approval processes, and Lightning Process Builder
* Develop reports and dashboards for various teams and departments throughout the organization. Guide them with self-service report writing and dashboard maintenance.
* Participates in monthly development sprint including design documentation and testing.

**Environment**: Salesforce.com platform, Visual Force (Pages, Component & Controllers), Salesforce.com Data Loader, Force.com API, Informatica On Demand, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, and HTML

**Client: ICICI Bank Pvt. Limited, Delhi, India**

**Role: Business Analyst / Salesforce Administrator**

**Period: Jan 2012 – Sept 2014**

**Scope of Project**

ICICI Bank Limited is an Indian multinational banking and financial services company with its registered office in Vadodara, Gujarat and corporate office in Mumbai, Maharashtra. The bank has a network of 5,275 branches and 15,589 ATMs across India and has a presence in 17 countries.

I joined the bank as a Business Analyst in the Delhi branch. The bank upgraded to Salesforce and trained us on the new technology, which helped me grow from Business Analyst to Salesforce Administrator.

**Responsibilities**

* Salesforce.com Configuration and **Design ofService Cloud**, **Sales Cloud** and **Force.com** solutions.
* Perform administrative tasks such as setting up users, creating or updating fields, workflows, reports, and dashboard and managing data using data loader or other tools.
* Participated in various Client meetings with the Team and the Project Manager to discuss Improvements/Enhancements.
* Client Interaction/Customer Interaction on daily basis for requirement gathering to get work done on given SLA.
* Created various **Profiles, Roles** and **Page Layouts**. Configured the **Permissions** based on the **Role hierarchy** requirements. Ensure the **Security Settings** on Salesforce are continuously up to date.
* Used **Data Loader** to Insert, Update, Bulk Import & Export of Data from Salesforce.com objects, extract and Load Data from comma separated values (CSV) files.
* Involved in Creating Users, Roles, Profiles and Field Level Security Settings and Configured the Permissions based on the Organizational Hierarchy Requirements.
* Designed and deployed **Custom objects**, **Custom tabs**, **Validation rules, Workflow Rules, Auto-Response Rules, Page layouts.**
* Created **Pick list, Lookup relationships** and **Record types.**
* Developed channels which are used to consider **Email-to- case or On-Demand Email-to-case**.
* Implemented Service Cloud services: **Service Console, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements**.
* Performed on Customer Portal Set Up.
* Involved in **Case Management Services.**
* Generated **Reports** and **Dashboards.**
* Involved in creating **Users, Roles, Profiles** and **Field Level SecuritySettings.**
* Worked on **Data Migration** from databases to SFDC using **Data Loader**. Imported Accounts, Contacts, Opportunity, and Products.
* Used Sandbox to deploy inbound and outbound change set instance.

**SKILLS**

**Technicalskills:** Salesforce administration, Sales configuration, Data loader, Profiles, Data Import Wizard, Workflow Rules, Sharing Settings, Report & Dashboards, Lightning, Data Management, Validation Rules, Assignment Rules, Custom Objects, Custom Fields, Process Builder, Case Management, Chatter, Approval Process, User Engagement, Mobile App Customization and Lightning Experience Customization.

**Salesforce tools**: [force.com](http://force.com) - data loader, [force.com](http://force.com) - connect for outlook, [force.com](http://force.com) platform (sandbox and production)

**PROFESSIONAL SKILLS**

* Excellent communication skills and strong attention to detail. Appreciate and can maintain strong technical and user documentation.
* Prior experience within retail banking: Prior branch experience etc.
* Strong collaboration skills, ability to work with teams of people of varying skill level.
* Excellent verbal and communication skills with strong organizational and multi-taking abilities.
* Demonstrated skills in developing training and delivering training sessions.
* Outstanding PC skills (Excel, Word, etc.)

**CERTIFICATIONS**

**Certification in Salesforce Admin (ADM 201) 2021**

**Super Badges – Trailhead (2019 - present)**

**Attended various Trainings, Workshops, and Seminars on Salesforce Administration and Business Analysis**