Rishi Arora
Mob: +91 9250800500
Email:**rishiarora1@gmail.com**

PROFESSIONAL SUMMARY

- 21+ years of experience in the IT industry and around 17+ years of experience as a Salesforce developer/administrator/Configuration and force.com platform. Having extensive knowledge in implementing, customizing and maintaining Salesforce solutions • Experience in Salesforce Lightning.
- Expert with Salesforce declarative development and gaining experience with Apex and VisualForce.
- Having good experience in **Sales Cloud** and as well as **Service Cloud**.
- Strong analytical and adaptive problem-solving skills. Intuitive grasp of technology at both high - and hands-on levels. Performed business analysis for clients and designing effective technology solutions. Particularly effective at building solutions by customizing and integrating off-the-shelf software to avoid costly and time-consuming development.
- Extensive Experience in designing UI look and feel of SalesForce instance using **LWC** and VisualForce.
- Technical knowledge about Salesforce lightning schema builder, process builder, app builder, components and **LWC**, **MVC**, and Aura Framework. Developed **LWC** using the AURA framework.
- Expert communicator. Makes technology comprehensible for a non-technical audience in both internal and external communications. Can bridge the gap between technical and nontechnical audiences. Experienced with interviewing customers, users, and management to perform needs assessments.
- Proficient in Case Management using assignment, escalation, workflow rules and actions.
- Worked on various salesforce.com standard objects like Accounts, Contacts, opportunities, Products, Price books, Cases, Leads, Campaigns, Reports, and Dashboards and **Flows**.
- Have in-depth knowledge and understanding of **CRM** business processes like Forecasting, Campaign Management, Lead Management, Order Management, Account Management, and Case Management.
- Experience in building Visual Force Pages, Visual Force Custom Controllers/ Components, Advanced Search Functionality, Reports, Dashboards, Tabs.
- Installed Salesforce Apps, configured and maintained user security permissions in compliance with organizational Needs.
- Extensive experience with SFDC **Sales Cloud** and **Service Cloud** including application design, architecture, and development using Salesforce.com
- Extensive consulting experience as both an independent consultant and as a contractor. Managed projects for clients and my own business, developed and maintained relationships with clients and vendors. Have managed my own employees.
- Proficient in analysing business requirements into functional and technical design documents.
- Implemented SDLC for application development based on Agile and Waterfall methodologies.
- A strategic thinker with demonstrated abilities to perform independently.
- Good communication and Interpersonal Skills.

- Interacted with different customers across geographies. • Currently holds three Salesforce Certifications

Work Experience

Presently working as a freelance Trainer. Trainings Delivered in the Recent Past

- IBM Bangalore– Salesforce Admin Training
- Torry Harris, Bangalore – Salesforce Admin and Development
- ITC Infotech, Pune – Salesforce Admin and Development
- Hexaware, Mumbai - Salesforce Developer

Salesforce Developer and Architect Birley Clubs – London (June – 2021 – Feb 2023)

Working for a Salesforce.com Project for a club based in London

- ROLES AND RESPONSIBILITIES:
- Created custom objects and Relationships between various Custom Objects according to the requirement.
- Designed and developed validation rules, Workflow rules and sharing rules.
- Created Record Types and Page layouts as per requirement.
- Developed Apex Classes and Triggers, Controllers to support the custom functionality.
- Involved in creating Profiles, Permission sets, Users, Sharing rules, Public Groups and Roles.
- Involved in test classes for code coverage.
- Worked on configuring Workflow Rules and Process Builder to automate specific actions as per the business requirements.
- Defined Org wide default to restrict access to users on records.
- Import/Export records to Salesforce through Apex data loader and do the validation to prevent duplicate or invalid data
- Managing a team of four resources
-

Salesforce Project Manager Rowalim Technologies (April 2011 – May 2021)

Working for a Salesforce.com Project for an Accounting firm in Canada Roles

and Responsibilities:

- Lead a team of 3 developers, provide guidance to the team, and was involved in the designing phase.
- Incharge of the complete salesforce activities for the entire organization after the initial package deployed by Salesforce.com.
- Worked in three different production instances within the organization, involved in various configuration and setup activities and in production support.
- Built LWC Tab for Salesforce 1 Navigation and Custom Applications in Lightning Experience.

- Identified as the Premier Support contact person for the organization, open cases with Salesforce, follow up until the issues are resolved.
- Worked on Salesforce 2 Platform to build Mobile App by enabling LWC for use in Salesforce1 mobile platform to make Lightning Application mobile.
- Retrieved some data and its functionality from Third-Party APIs and displayed within the LWC.
- Created multiple LWC, added CSS and Design Parameters that make the LWC look and feel better.
- Extensively worked for both person and Company Accounts of the organization
- Proficient in creating record types, page layouts, and profiles to hide/show visibility to various fields.
- Implemented pick lists, dependent picklists, lookups, junction objects, master-detail relationships, validation rules, and formula fields to the custom objects
- Worked on Salesforce configuration and integration and responsible creating TDDS, finalizing design & implementation on salesforce security model of access control and data visibility using uses roles, profiles, permissions, public groups, queues, OWD, sharing rules etc.
- Exposure to various latest features of salesforce like Permission Sets to give user-specific permissions, content management, documents, and libraries.
- Working Knowledge on Sales Cloud, Service Cloud, and Apex Programming on Force.com Platform.
- Extensively worked in real-time Web service integration of Salesforce with J2EE web applications.
- Directly interacted with various user groups to understand and gather requirements and conducted demos to show prototypes.
- Involved in CPQ (Configure, Price& Quote) design and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
- Implemented Case Management by creating record-types specific to the user groups, assignments rules, escalation rules, case templates, workflow rules, and actions, etc.
- Customized events and tasks as per user convenience to schedule meetings, follow-up, sharing calendars with other groups, etc.
- Involved in building LWC and process builder.
- Worked on email to case. Refreshed the sandbox
- Developed and maintained custom Reports and Dashboards.
- Tested thoroughly and deployed to production.
- Worked extensively in customization of Service Cloud Console by embedding Visualforce pages in custom console components, highlight panel, and interaction log.
- Incharge of the deployment and complete setup in 3 production instances, used Eclipse and changeSet for deploying.

Salesforce Product Head – Enterprise CRM

EFI India (July 08 till July 09)

EFI India Pvt. Ltd. is a Print Management company having exposure in all the continents.
It is leading provider of Print Controls and is OEM to most of Printing companies
including Minolta, HP, Canon, Xerox etc.

Work Profile at EFI India as SDFC Admin for Salesforce.com My Role in EFI is Administration of Salesforce.com supporting over 550+ Sales and Marketing users. This includes Salesforce.com architecture including creating custom apps, web to lead, web to case, workflow, campaign management, data migration, case escalations, territory management, lead management, reporting, dashboards, workflows, and more.

Areas involved in:

- User Interface customizations and Workflows
- Development of custom reports and dashboards
- Lead Management, Campaign Management, Campaign ROI reports using Spotfire
- Maintaining repository of solutions for Cases
- Target Account Mapping
- Data migration and import
- Data Quality and improvement using Data loader and Demand Tools
- Remote administration and end-user support
- Providing remote support for SFDC users across the globe
- Administration of SFDC
- Understanding of the Sales processes namely Lead management and Opportunity management
- Making changes on Setup, configuration, maintenance and customization of Salesforce.com
- Deploying Salesforce.com across various Sales offices
- Planned and created multiple workflows for Sales Representatives to highlight a Major Account created in their territory.
- Case Escalations based on the priority and severity of the case.
- Manage console (unified screen which displays Accounts, Contacts, Activities data)
- Regular data back up's

Salesforce Product Head – CRM systems TIBCO Software Inc. (Sep 07 till June 08)

TIBCO Software Inc. is one of the premier companies involved in SOA, BRM, and MDM software. It caters to the fortune500 companies across the globe. My rule in TIBCO was:

My Role involved Salesforce.com Administration, Baseline Current Configuration, Analyze Campaign ROI date using Spotfire Analysis Tool, Gap Analysis Sheet (for identifying the gaps in existing processes), Case Escalations, custom s-controls, to import data to Salesforce.com, leads management using Market2Lead, email campaign integration, building profile Center and preference center for email campaigns.

Areas involved in:

- Lead Management using Market2Lead
- Replicating SFDC configuration in excel sheet

- Creating Rules in Salesforce.com and testing changes at our end
- Discuss changes in Salesforce.com with US team on weekly basis and configure the changes
- Baseline existing configuration
- Salesforce.com administration
- Data management in Salesforce.com
- Set up a new early warning system for company quarterly results ● Setting up Profile centre and Preference Centre

Cap Gemini Ernst & Young on Salesforce.com: (Jan 06 Till Aug 07)

With More Than 83,500 Employees, Capgemini is a global leader in consulting, technology, outsourcing and local professional services. Headquartered in Paris, and present in 39 countries around the world, Capgemini helps clients deal with changing business and technology issues.

My Role in Capgemini: Manage the analysis of customer's technical requirements along with report all issues and milestones to client on the CRM project, Project Co-ordination (Onsite and Offsite), Salesforce.com architecture, Transition Management for tolls to be integrated with Salesforce.com, Data Migration.

Keane Worldzen – Subsidiary of Keane Inc. (Mar 04 Till Jan 06)

Keane Worldzen is the BPO arm of Keane. Keane has presence in several countries having a staff of nine thousand. The company provides onshore business optimization with off shore outsourcing which helps our clients in reducing their operational costs.

My role in Keane Worldzen as Salesnet CRM consultant:
Implement Salesforce.com from a scratch and to monitor and track sales force efforts at Keane. Create a process for SOUP (Salesforce.com Optional Update Process), and train all users on how to use the facility, importing all leads, contacts, Accounts and opportunities from excel sheets to Salesforce.com, campaign management, reports.

eMind LLC (Sep 02 Till Feb 04)

eMind LLC, is a US based, Financial Services Compliance Management Software Solutions Company. The company has a product mix of high−end NASD/NYSE Compliance management IT solutions, automated e-learning platforms and complete online course libraries for US Securities Broker/dealer firms, Insurance companies, Banking and Accounting majors. Some of the major clients like PWC, HSBC, Deutsche Bank, CitiGroup, Barclays, UBS, Countrywide etc

My work Profile (Key Responsibility Areas): Administrator for Salesforce.com.

Solutions Integrated   (Jan 2000 – AUG 2002)

Involved in Sales Pipeline integration which included : Database Management, Collection of Data, Designing Software & web sites, Co-Ordination with HP Siebel Data Migrations, Identification and escalation of hot leads..

Responsibility: Managing the biggest project with Solutions, two of the biggest clients HP (Hewlett Packard) and Microsoft. This included the collection of data, profiling the data, managing branches, collection of profiles, Monitoring of calls, getting it data entered, interacting with client on daily reports, Managing CRM (Lead generation) software.

EDUCATION:

Berkeley - 2021
Marketing Analytics: Marketing Measurement Strategy
AND
Marketing Analytics: Competitive Analysis and Market Segmentation

Brand Management: Aligning Business, Brand and Behaviour
University of London, London Business School - 2021

Business Analysis & Process Management
Google - 2021

IIM Bangalore - 2020
Quantitative Marketing Research
Services Marketing: Concepts & Applications
Organizational Design: Creating Competitive Advantage
Customer Relationship Management

IIM Lucknow - Post Grad in IT Management – 2019
(One Year Online and Residential Course)

PMP certification - 2007

Salesforce Certified – Admin, App Builder and PD1

MBA. Information Technology - 2003

AIMA -Delhi

Bachelor of Commerce Year - 1996
University of Delhi, India

Rishi Arora
Rishiarora1@gmail.com
+91 9250800500