

VATSAL RASTOGI

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Profile

Certified Einstein Analytics and Discovery Consultant. Passionate about problem solving and creating solutions to enable Sales Reps and Relationship Manager with the best insights. Overall, 5 years' experience with 3+ years in Salesforce Financial Services Cloud. Deep knowledge of Salesforce Data Model and strong experience in integration with In-house systems using ETL tools. Comfortable developing custom UI in Lightning. Well versed with Agile Methodology and CI/CD tools.

Experience

SENIOR SALESFORCE DEVELOPER | CITICORP SERVICES INDIA, CHENNAI | MARCH 2017 – PRESENT

Project: NAM US Citi Retail Salesforce Implementation for RM, FAs and PB

- Developed Dynamic Dashboards in **Einstein Analytics** for Relationship Managers and Personal Bankers which involved Security Predicates, Pages concept, Binding, Conditional Formatting, SAQL queries, KPI calculations in Dataflow and data ingestion from Salesforce and external data.
- Lead the requirement gathering sessions with business owners and iterated solution designing and mockups creation.
- Implemented **Adoption Analytics App** to monitor and promote the use of Dashboards and Lenses.
- Tuned Performance of the dashboards and created custom layouts for different devices.
- Developed **Embedded Dashboards** in Lightning Pages, Home page and Links for accessibility.
- Implemented CI/CD for Einstein Analytics assets using Salesforce Metadata API via Visual Studio Code and Bit-Bucket.
- Expert in creating ETL solutions using **Talend** for data quality checks and integration between Salesforce and In-house systems.
- Strong exposure to **Salesforce Bulk API**, huge volume data loads and optimize daily ETL jobs and Apex batches.
- Developed **Lightning Page Layouts** and **Workflows** for Customer 360-degree View.
- Played instrumental role in Person Account Implementation, Shield Encryption and Data Migration.

- Collaborated with SF Architects and Salesforce Support for implementing complex solutions.
- Participate actively on Salesforce Community forums to get help, help others and stay up to date with new features.

FRONT END DEVELOPER | CITICORP SERVICES INDIA, CHENNAI | JULY 2015 – FEB 2017

Project: Mexico CBOL (Citibank online).

- Web development - JSPs, **JavaScript**, **CSS** and **HTML** for modules like Payments & Transfer
- Lead UI/UX upgrade for the website in a phased manner.

Education

B. TECH CIVIL ENGINEERING | NATIONAL INSTITUTE OF TECHNOLOGY, TRICHY | 2011 – 2015

- Completed the course in First class with distinction and CGPA of 8.73.

HIGHER SECONDARY | CBSE | DAV CENTENARY PUBLIC SCHOOL MEERUT | 2009 – 2011

- Science and Mathematics as electives with an aggregate of 87.8%.

SECONDARY | ICSE | ST. THOMAS ENGLISH MEDIUM SCHOOL MEERUT | 2009

- Second school topper with an aggregate of 93.2%.

Certifications & Achievements

- Cleared CFA Level I in 2017.
- Salesforce Einstein Analytics and Discovery Consultant Certification
- Citi Gratitude Gold Award winner for Q4 2019.

Others

- Leading Department's Training Workgroup
- Member of Diversity & Inclusion and Training workgroup at site level.
- Volunteer for Beach Clean Up
- Cycling Enthusiast