**Abhishek Nagar**

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***Objective:*** To accomplish myself as a successful Salesforce professional and to add value to myself and to the organization in which I might serve by taking challenging opportunities and performing to the best of my abilities.

***SFMC expertise includes:***

* Having 1+ years of experience in Email Studio, Journey Builder, Automation Studio, Contact Builder.
* Configuring Data Extensions, Import Activity, File Transfer, and other activities (Microsites, User-Initiated emails, Triggered EMails).
* Configuring the Sender profile, Delivery profile and RMM.
* Creating Automations under Automation Dashboard both scheduled and file drop automation in SFMC tool.
* Worked on Rest API and Soap API with Marketing Cloud using.
* Worked on Journeys to send and schedule emails based on business scenarios.
* Worked on landing pages for customization of preference center page, lead forms and many other pages.
* Hands-on Experience on Marketing cloud connector configuration and sync of salesforce objects to SFMC.
* Handled migration projects from scratch level.
* Worked on the generation of reports for different client’s requirements.
* Requirement gathering and client interactions via mails and calls.
* Used Jira Tool for tasks Assignment and Slack tool for client chat.
* Worked simultaneously on both SFDC and SFMC.

***Salesforce CPQ expertise includes:***

* Having 1+ years of experience in Bundled-Configurations, Option-Constraints, Product Features, Pricing in Salesforce CPQ, QLE(QuoteLineEditor-Configurations, Set Product Image, Search Filters, Custom Action, Guided Selling, Product Rules, Configuration Attribute, Price Rules, Quote Pdf.

***Salesforce Communities expertise includes:***

* Having 1+ years of experience in Customer Portal, Partner Portal, Record-Sharing, Reports, Dashboard, Security Setting, Enabling Lightning Component, User, Roles, Profile.

***SFDC expertise includes:***

* Having 1+ years of experience in design, development of applications using **Force.com,** **Apex,** **Visualforce**, **Lightning Components** and Cloud Computing based Salesforce CRM, customization and development.
* Experienced working with apex development in creating Objects, Apex Triggers, Standard Controllers, Custom Controllers.
* Experienced in working lightning components, lightning events.
* Experienced working withData Loader and salesforce.com Sandbox environments**.**
* Extensive experience in activities related to SFDC, Salesforce.com Setup, Configuration, Customization, Administration, Data Migration and Deployment of applications.
* Experience on changesets deployment to UAT sandbox and production.
* Good Knowledge with SFDC Administration: Create and Manage apps, Tabs, Page layouts, Search layouts, Record types, Custom fields, Workflows, Custom objects, Dashboards, Validation rules and Email Templates, User, Roles, Profile, Sharing-Rules, Permission-Sets.
* Deal with creating Custom Reports, Dashboards, etc.
* Experienced working withSalesforce CPQ and Salesforce communities, Salesforce Einstein Dashboards.
* Self-motivated Team Player with the ability to work individually and in a group.
* Ability to learn and adapt quickly to emerging new technologies.

***Computer Skills:***

Salesforce Modules: VisualForce Pages, Lightning Components, Workflow & Approvals, Apex classes, Process Builder, Triggers, Batch Classes, Apex Scheduler.

Salesforce Tools: Apex Data Loader, Force.com Platform (Sandbox and Production).

Automation Tool: Email Studio, Journey Builder, Automation, Contact Builder, Cloud pages.

Technical Tools: Sypder, Anaconda, Jupytar, IP[Y].

Languages: Apex, AMP Script

Web Related: HTML, Java Script, CSS

***Professional Experience:***

***SFMC Projects :***

**#Project1:**

##### **Client:**

**Role:** Marketing Cloud Admin and Developer

***Description:***

Integration with sales cloud for sending emails to Contacts Based on the different criteria’s segmented to and get backtracked data to Salesforce.

***Responsibilities:***

* Responsible for technical requirements, design and development
* Configuring users, Sender and Delivery profiles, RMM .
* Configures Marketing Cloud Connector and integrating Salesforce and Marketing Cloud Accounts.
* Sync Sales cloud objects and perform segmentation using Data Filters.
* Developed email templates and done A/B Testing.
* Development of Custom preference center landing pages.
* Created Automation to segment Contact data to DE automatically.
* Created journey Builder to send emails to campaigns as per requirement.

***Environment****:* Email Studio, Sales Cloud, Contact Builder, Automation, Amp Script.

**#Project2:**

##### **Client:**

**Role:** Marketing Cloud Admin and Developer

***Description:*** Basic Setup of Environment, Integrating Sales cloud and sync of salesforce objects and performing segmentation. Developing landing pages for customization.

***Responsibilities:***

* Responsible for technical requirements, design and development
* Configuring users, Sender and Delivery profiles, RMM.
* Configures Marketing Cloud Connector and integrating Salesforce and Marketing Cloud Accounts.
* Sync Sales cloud objects and perform segmentation using Data Filters.
* Developed email templates and done A/B Testing.
* Development of Custom preference center landing pages.
* Configured Automations for Data overwrite and file transfers into FTP.

***3. Power To Fly:*** To run campaigns and send emails via journey builder. Lead forms to get leads into the marketing cloud.

***4. She Finds:*** DataMigration From Boom train to Marketing cloud and development of email templates and performing IP warmup.

***5. Morrow Sodali:*** Basic Setup for clients like setting up basic configuration and designing email templates and integration with the sales cloud.

***6. Surface Media:*** Basic Setup for a client like setting up basic configuration and designing email templates and integration with the sales cloud.

***7. Hope Bridge:*** Basic Setup for a client like setting up basic configuration and designing email templates and integration with the sales cloud.

***SFDC Projects:***

**#Project 1:**

**Client:** India Alliance

**Role**: Salesforce Developer/Lightning Developer.

**Description:** DBT/Wellcome Trust India Alliance(India Alliance)is an independent, dynamic public charity that funds research in health and biomedical sciences in India. India Alliance invests in transformative ideas and supportive research ecosystems to advance discovery and innovation to improve health and well-being.

We have built the Student Application form. They have multiple types of student forms. TSG, CRS, IRMI RM Travel Grant, IRMI RM Grant, IRMI RM Fellowship. And all the forms enabled on the community portal. Once a student fills the form and Saves the information then it will check the form once and if he wants then he can modify the details. After Submit the information it will be in read-only format. And Application Form Submit Successfully. Then the Reviewer gives the review to particular application forms.

***Responsibilities:***

* Developed Lightning components.
* Worked on Creating Lightning quick actions.
* Worked on different Standard and Custom objects and record types, fields, profile, User, Sharing settings, Page Layouts, Search Layout, Compact Layout, Data Filters, Validation Rules, Formula Fields.
* Created Email Templates.
* Written Apex classes, Triggers and Test classes.
* Community Portal.

**#Project 2:**

**Client: Careworks Foundation**

**Role:** Salesforce Developer

***Description****:*

Careworks Foundation is a non-profit organization. We have 2 Parts here, Donor Management System And Volunteer Management.

**Donor’s:-** It will come from the web to lead. After the filling and submit then he will get an email. Then once the lead converted donor will be created inside the system And as well as the Owner will receive the email. Now he can make the donation there whatever transaction he made we have sent the donation receipt to a particular donor. After that we can manage the allocation means whatever amount he is using in the different programs according to that we can use the amount.and as well as We can send them 80g form.

**Volunteer’s:** Volunteers can come from the web to lead once he has submitted the details. Then automatically volunteer-created inside the system. As well as whatever company Name he has filled it will create the record inside the account. If he is not filling the company name in web lead form then automatically it will come under the careworks foundation Account. And he needs to select the project name on the web to lead. Another way is we can add the multiple volunteers using the lightning component and we can create manually. Now according to the time spent on each project volunteer rating will specify. and they can check-in and check-out using a QR-Code scanner.it will track the current location and how many hours they spent on the project.

***Responsibilities:***

* Developed Lightning components for school, business units.
* Worked on Creating Lightning quick actions.
* Worked on different Standard and Custom objects and record types, fields, profile, User, Sharing settings, Page Layouts, Search Layout, Compact Layout, Data Filters, Validation Rules, Formula Fields, workflows, process builder.
* Created Email Templates.
* Written Apex classes, Triggers and Test classes.
* Web to lead for donors and volunteers.

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***Environment****:*

Salesforce.com, force.com IDE, Apex, Lightning Components, Lightning Events, Javascript, Microsoft Office.

**#Project 3:** Course5i Intelligence first phase

**Description:**

Respective to the particular person according to the birthday date they will get the notification. And if in the last 90 days or 120 days if no activity happens then the particular contact and owner will get the mail. and once they upload the files and some criteria meet the particular conditions then it will get the mail with the attachments.

***Responsibilities:***

* .Worked on different Standard and Custom objects and record types, fields, profile, User, Sharing settings, Page Layouts, Search Layout, Compact Layout, Data Filters, Validation Rules, Formula Fields.
* Created Email Templates, workflows, process builder.
* Written Apex classes, Triggers and Test classes, Batch classes, Apex scheduler.
* Insert the data using a data loader.

**#Projects 4: Some More Full Time Work On a Different Project.**

1.Blue Cold

2.eVidyaloka Trust

3.Turbo Start

4.Jiff

5.Kent42(Heda Platform)

6.Provision Asia

7.Ekstep

**#Projects 5: Part Time Work On a Different Project.**

1.Goodera

2.Internet-sathi

3.Peermagic

4.vcfo

5.Tokopedia

6.Gojack

**#Project 6:** POC’S List

1. *OLA-Franchisee Management*
2. *Oriz*
3. *India Alliance*
4. *World-Visa*
5. *Vincular*
6. *Heartfulness*
7. *Iptiq*
8. *phoenix*