**Ambica Madduri E-mail : -** [**ambicamadduri@gmail.com**](ambicamadduri@gmail.com)

**Mobile : - 9160277700**

**Objective:**

* Seeking entry level assignments in Salesforce Administration and Development with an esteemed organization.
* Learn and train myself on the job, enhance my working skills in the area of Software Development and Testing applications and be a value addition to the organization.

**Professional Summary:**

* Having 3 years of experience working as a Salesforce Administrator and a beginner in Salesforce Development.
* As a Salesforce Administrator, worked on
* Data Model, Security Model.
* Building Reports and Dashboards in Einstein Analytics.
* Process Automations using Process Builder and Flows, Workflows, Approval Process.
* Integrated **Formstack** for Custom Form and Digital Documentation.
* **E-Signature** using DocuSign and Adobe.
* **Digital Engagement** with Live Messaging (SMS), Omni-Channel Configurations and WhatsApp, Email-to-Case, Web-to-Case.
* As a Salesforce Einstein Developer, worked on

- To Prepare and Load Data into Datasets with Recipes and Dataflows.

- Schedule and Manage Datasets, Dataflows.

- Used Transformations like Augment, Compute Expression for Tableau CRM Dataflows.

- To Explore and Visualize the Data on Canvas using Dashboards, Lens.

- Use custom SAQL to build the visualizations using Co-group, Windowing, Timeseries and other functions like Binding.

* Built Customer Communities using Community Cloud for a help forum, a support community.
* Worked in Managed Services team, which deals with client facing tickets, cases to resolve the ongoing errors ASAP.
* Understands the importance of Project Documentation at every phase of the Scrum and Delivery.
* Experienced in Business Analysis, managing projects across the Enterprise with vast experience ranging from Research, Business Intelligence and Analysis.
* Preparing **research** reports. Following the press releases of public limited companies on respective stock exchanges.

**Professional Experience:**

* Worked as **Salesforce Administrator** with Accelerize360, Hyderabad from Feb’20-March’21.
* Worked as Research Analyst with [FactSet Research Systems India](https://www.linkedin.com/company/163755?trk=prof-exp-company-name), Sep’09-Sep’16.

**Educational Qualifications:**

* M.B.A (H.R and Marketing) from the Maharajah’s Post Graduate College, Vizianagaram with distinction during the Year 2007-2009.
* B.Sc. with 61.3% from Dr. Himasekhar Degree College, Anakapalli, 2003-2006.

**Technical Skills :**

Applications: - Salesforce CRM, SAP Success Factors (HR-Employee Central), Tableau.

**Projects Summary:**

Accelerize360 - February 2020 – March 2021

Projects worked on as Salesforce Administrator (Managed Services): -

**Cuddy Financial**, **DMI, Elite Insurance Partners, Leapeasy, Strategic Benefits Resources.**

* These projects are powered by Lightning, Financial Services Cloud and Service Cloud.
* Setup Data Model, Security Model, Profiles, Record Types and Page Layouts.
* Worked on Standard and Custom Objects such as Leads, Accounts, Contacts, Cases, Tasks, Opportunities and Portfolios etc.
* Created Page Layouts to organize fields, custom links and Buttons, related lists, and other components on record pages.
* As an Administrator, implemented various advanced fields like Pick list Fields, Master-Detail Fields, Custom Formula Fields, and defined Field Dependencies for custom Pick lists.
* Defined objects and Field Level Security for different profiles.
* Created Reports and Dashboards, Workflow rules, Approval Process.
* Configured Formstack for automated document generation and DocuSign for E-Signature.
* Created Process Builder and Flows to update records (scheduled), create Cases, send Email Alerts on reaching a criteria.
* Setup Validation Rules, Einstein Activity Capture.
* Data processing using Data Loader for Campaigns, Action Plans, Bulk Updating.
* Recent task-based exposure to write Apex Classes using methods, collections for Custom Account and Contact management.
* Managed deployments through Sandbox, UAT and Production instances using Changesets.

Non-Salesforce Experience

FactSet - September 2009 – September 2016

* Processing Global Mutual Fund Filers.
* Dealing with all Equity, Debt, Convertible, Preferred, REIT funds and Balanced funds.  
  Making research using Google and sites like SEC, Bloomberg, Sedar, CNMV and others respective company’s sites for information like inception & former names of the funds.
* Preparing and Maintaining MIS Reports, training documentations and guidelines ensuring they are updated and consistent with the existing collection policies.
* Research and analyzing the NQ, NCSR and N30D mutual fund report files by public Ltd companies, data from external sources like Bloomberg.
* Preparing weekly/monthly production reports and rejects reports of tagging group and updating the same to the top management.
* Handled many projects individually with minimal support from team.

**Personal profile:**

Full Name    : Lakshmi Ambica Madduri

Date of birth : 12th February 1986