

Afzal Parwez

Consultant

Salesforce Consultant/Admin with 8 years of experience in Financial, Information Technology and Telecommunication. Excellent reputation for resolving problems, client engagement, improving customer satisfaction, and driving overall operational improvements. Eager to contribute to team success through hard work, diligence, and excellent organizational, communication skills. Robust understanding of Salesforce Clouds, Administration, Requirement Gathering, Project Deliveries and training in user experience. Motivated to learn, grow, and excel in an organization.

Certifications

2019-12	Salesforce Admin
2020-06	Salesforce Certified Sales Cloud Consultant
2023-01	Salesforce Certified Platform App Builder Certification
2023-06	Salesforce Certified Service Cloud Consultant
2023-10	Salesforce Certified Experience Cloud Consultant Certification

Work History

2021-07 - Current	Consultant <i>Deloitte USI, Pune</i> Project 1 (July 2021 - Mar 2023) - Sales Cloud <ul style="list-style-type: none">• Act as Lead BA for Major Releases• Creation of Release Notes for Major Release User Stories• Conduct Scope Review call, Sprint Review Call and UAT Kickoff Calls with stakeholders and peers.• Conduct major Global Product Deployment call for features to be released• End to End Deployment of Salesforce User Stories• Conduct UAT testing for User Stories deployed.
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Contact

Address
Pune, India 412207
Phone
8130185202
E-mail
Afzal1112@hotmail.com

Skills

Client Relationships	●●●●●
Requirement Gathering	●●●●●
Salesforce Administration	●●●●●
User Story creation & Deployment	●●●●●
Full Deployment Cycle	●●●●●
Salesforce Automation	●●●●●
Salesforce Lighting	●●●●●
Reports and Dashboards	●●●●●
Data Management	●●●●●
SOQL	●●●●●
CPQ	●●●●●

- Client Interaction/Stakeholder management
- Salesforce Automation & Out of the box feature
- Creation of User Story, Requirement gathering
- Consulted with users, management, and sales team to better understand customer needs and recommend appropriate solutions.
- Salesforce Lightning Experience
- Familiar with Salesforce CPQ
- Debugged and troubleshoot Salesforce CPQ issues for clients
- Manage project deployments and rollouts using agile methodologies
- Update stakeholders on key milestones for projects
- Part of team responsible for deployment of Omni Channel
- Created User Stories related to page layouts, search layouts, custom links, and related lists, pick lists, dependent pick lists, lookups, junction objects, master-detail relationships, validation rules, and formula fields, Objects, and related metadata necessary to support customizations across instances, Users, Roles, Public Groups, role hierarchies, sharing rules and record level permissions to manage sharing access among different users, Workflows, Validation rules, Approval Processes and Auto-Response Rules for automating business logic, workflows and approval processes for various policy management.
- Worked on Data Loader, Workbench, DataLoader.io and Import Wizard.

Project 2 (April 2023 - Aug 2023) - Experience Cloud

- Migrating .Net Platform for big Manufacturing Client on Experience Cloud
- Creation of New Notification Engine for Internal User
- Part of Integration team for Experience Cloud Integration with different Quote Management System
- Creation of User Stories for multiple sprints
- UAT testing of User Stories
- Creation of POC for features to be deployed on Experience Cloud
- Walkthrough of User Stories to Client and Stake

Salesforce Sales Cloud



Salesforce Service Cloud



Experience Cloud



Commerce Cloud



Holders

- Liaison with Testers and Developers
- Sprint closure calls with Stake holders and clients
- Creation of Wireframes for new POC using Figma and Powerpoint

Project 3 (Sep 2023 - Present) - Commerce Cloud (B2B)

- Part of Discovery Team
- Understanding and creation of User Stories for workshops conducted
- Implementation of Ticketing system for Service Cloud
- Integration of Service Cloud with Commerce Cloud
- Requirement gathering for Service Cloud Case Management System
- Creation of POC for Salesforce 1

**2020-03 -
2021-07**

Senior Engineer

Nagarro Pvt Ltd, Gurgaon

- Collaborated with cross-functional development team members.
- Collaborated regularly with external business users for Salesforce Application, new idea proposals and Salesforce-related functional issues
- Documented out of out box feature methodologies in technical manuals to be used by Developers in future releases
- Familiar with Salesforce CPQ
- Debugged and troubleshoot Salesforce CPQ issues for clients
- Contributed ideas and suggestions in team, meetings and delivered updates on new Data Management, designs, and enhancements for Salesforce Instance
- Created proofs of concept for innovative new solutions for Salesforce Pardot.
- Collaborated closely with global customers spanning 3 time zones to resolve Salesforce issue
- Collaborated with Salesforce development and testing team members to deploy solutions using Salesforce Ant Migration tool, Azure Dev ops, Git and VS Code to meet client requirements for functionality, scalability, and performance

**2017-07 -
2020-03**

Lead Salesforce Analyst

American Express, Gurgaon

- Lead Salesforce Analyst for 8000 Salesforce users
- Collaborated with Planning and managing the migration of >4000 Sales/Marketing users to a new salesforce Instance application
- Developed gap analyses, scenarios, and requirements - guided intake and delivery of Salesforce-related features
- Handled large scale Salesforce org migration for two regions (US OPEN & US CORP) for 4000 users
- Demonstrated practices within the business on Salesforce Platform Analyzed data and worked with managers to find alternative or "fine tuning" of procedures and processes to improve Sales output at critical times
- Managed clients in assigned region US, CANADA including assistance in other regions within the United States, providing product technical assistance on Salesforce Platform and sales support for customers
- Trained users in the proper use of Salesforce out of the box feature; conducted training classes for platform user; and performed periodic assessments and re- training/advanced training as necessary
- Provided on-call consulting and troubleshooting services on the platform support through WebEx
- Familiar with Flows, SOQL, Data Security, Data, Sharing, Process Builder
- Investigate cases which involves in-depth analysis of triggers, sharing settings, validations, workflows
- Create and customize reports and dashboards to improve user experience for 8000 users
- Skilled in Bulk Data Management using Data Loader Manage users, public groups, profiles and roles
- Created email templates and Account management allocations for approved territories in Salesforce that were downloaded into a reporting Data Base.

**2016-12 -
2017-07**

Salesforce System Analyst

Aricent Technology, Gurgaon

- Lead Salesforce Admin and System Analyst for 300 users
- Managing Users of Frog Design Inc
- Aricent (Capgemini) Tech single handed and assisting them in Opportunity booking, creating reports for them, managing and creating roles, profiles, Data Management, Field Creation
- Created custom SFDC help desk ticketing system for internal teams, including sales and Marketing
- Generating company order report every week and sharing with finance team
- Managing leads and assigning it to different users
- Created and managed all custom fields, validations, workflows, objects and relationships, permissions, dashboards and reporting, sales processes, campaigns, record types, and applications.

**2014-12 -
2016-04**

Salesforce Support Agent

Aegis Ltd, Noida

- Interact with client for inbound transactions
- Inquiry/request or complaint and provide complete and correct solution Coordinate with necessary Vodafone Salesforce application/system support for necessary level 2 assistance and back- office team for closing of complaints
- Responsible for all contact with clients with customer across all S&M campaigns/up selling/relationship management calls and also handle payment/credit related interactions for mapped customer base.

Education

**2010-05 -
2014-06**

B.Tech: Computer Engineering

Uttar Pradesh Technical University - Greater Noida