**Sulochana**

 ***Sr. Salesforce Administrator***

**SUMMARY**

* **8+** years of experience in information technology with’ experience in **Salesforce.com** (SFDC) CRM platform.
* Project experience in upgrades, enhancements, migrations, full life cycle implementations and production support assignments.
* Excellent understanding and hands - on experience on taking multiple projects through the entire Software Development Life Cycle **(SDLC)** with **Waterfall** and **Agile** methodologies.
* Strong working experience with various SFDC **standard** objects like **Accounts, Contacts, Opportunities, Products and Price books, Cases, Leads, Campaigns, Reports and Dashboards**.
* Extensive experience on **Customizing** various **objects, fields, role based page layouts** based on different **Sales Processes, Tabs, Record Types, Reports,** creating **Report folders and** granting **custom access,** creating **custom Dashboards** for various users**.**
* Excellent understanding and experience in **data modeling** involving **Master-Detail** Relationships, **Lookup** Relationships and **Junction Objects** for creating and mapping **one-many** and **many-many** relationships.
* Proficient in administrative tasks like creating **profiles, roles, users, company hierarchy and various teams**.
* Efficient at creating and working on **Workflow Processes, Approval Processes, Process Builder** which are some of the fundamental underpinning capabilities of Salesforce.
* Worked extensively on various component parts of Salesforce like **Emailing, Calendaring, Apex, Real time Analytics, Reporting,** creating **customized Dashboards.**
* Hands on experience creating and mapping various **formula fields** and writing custom **Validation Rules**.
* Experience working with **data migration** and updates through the tool **APEX Data Loader** in (SFDC) and **Information on Demand**. Involved in **data cleansing, data mapping** and **migrating** the data from legacy systems to SalesForce.com Objects and fields.
* Used the **delegated administrator’s**functionality to manage users in specified roles and all subordinate roles, assigned specified profiles to those users, and log in as users who have granted login access to administrators.
* Conducted various Business and functional requirements gathering workshops and produced work flow processes and diagrams using **Microsoft Visio** and other **Microsoft Suite Applications**.
* Extensive experience in **training** the business users and preparing the **production hand-off document** for post go-live support.
* Extensive experience **supporting** multiple projects post go-live by **resolving tickets** as per their severity status.
* Ability to adapt and learn quickly, Self-Motivated, Self-Started and a Team Player.

**TECHNICAL SKILLS**

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| --- | --- |
| **Salesforce Administration** | Reports, Dashboards, Validation Rules, Users, Roles and Profiles Deployments (Change sets), Workflow Rules, Approval Process, Sandbox Refreshments, Apex, Data Loader, Import Wizards, Packages, Custom Apps, Custom Labels, Portals (Customer and partner), Sharing Settings, Communication Templates. |
| **Salesforce Technologies** | SFDC Certified Force.com Administrator, Service Cloud, Sales Cloud, Salesforce CRM, Apex Classes, Triggers, SOQL, SOSL, Workflow & Approvals, Dashboards, Case Management Automation, Custom Objects, Lightning. |
| **SFDC Tools** | Eclipse, Force.com IDE, Sales Cloud, Service Cloud |
| **RDBMS** | Microsoft SQL Server, Oracle 11g, Oracle 11i, Microsoft Excel, MS Access |
| **Databases** | MS SQL Server 2005/2008, PL/SQL, RDBMS, Oracle 8i/9i/10g, MS Access, and MySQL |
| **Operating Systems** | Windows 10, Windows Server 2008/ 2012/2016 |

**PROFESSIONAL EXPERIENCE**

**AT&T, Dallas TX Sep 2019- Till Date**

**Salesforce Admin/Developer**

**Responsibilities**

* Ownership of the integrity of **SFDC** environments and data therein; used to develop and utilize extended relationships to provide enhanced reporting, and analytics.
* Worked closely with **Business/Product Owners of Sales, Marketing, Service**, and **Customer/Concierge** to support on their needs.
* Identified adoption issues and fostered best practice use of Salesforce.com and adjacent components.
* Built custom **workflows, tasks**, and field updates to give each business unit better visibility of their clients.
* Works collaboratively to design solutions that solve existing or newly defined business changes or requirements
* Extended and enhanced solutions utilizing **standard** **SFDC** practices such as custom objects, validation rules, record types, page layouts, and user profiles.
* Solutioning experience how to implement the **User Stories** through the Salesforce platform.
* Manages hierarchies, roles, profiles, and user access in a multi-organizational salesforce.com instance.
* Developed new **SFDC applications** and processes utilizing **SFDC development tools,** **Custom Objects, advanced Formu**las, and **Workflows.**
* Created Formula fields, Roll-up summary fields, lookup relationship and master-detail relationship on the objects that helps in associating the records.
* Responsible for **development, analysis, quality assurance, deployment, configuration, and provide general support.**
* Assisting with user roles, **security, profiles, business rules,** and permission sets.
* Used cases to quickly respond to any issues or errors in the sales field or internally.
* Validates the quality of data changes and deploy data updates in support of releases.
* Deploys solutions in all environments, specifically production release deployment.
* Tests developed solutions in all environments and ensure that solutions align with original user expectations.
* Perform queries and data updates using the **APEX data loader** while maintaining data integrity.
* Worked seamlessly with the development team to troubleshoot bugs and determine new solutions.

**Environment:** Saleforce.com platform, Force.com Site , S**ales Cloud**, Page Layouts, Record Types, Apex Data Loader, Workflow & Approvals, Process Builder, Reports**, Custom Objects, Validation Rules, Email Services, Import Wizard, Security and Sharing rules** .

**Anthem, Chicago IL**  **Jan 2017- Aug 2019**

**Salesforce Admin / Developer**

**Responsibilities:**

* Maintained and customized **Salesforce.com** scopes such as **users,** **roles, profiles, groups,** **accounts, contacts, record types, sharing rules**, **custom objects**, pick lists and page layout customization to support vital business functions in multiple sandbox environments.
* Assist in performing and executing functional testing. Developing use cases, test scripts, and translate these for usage in automated regression testing.
* Maintain data quality by identifying and deleting or merging duplicate records, cleansing and updating inaccurate data.
* Manage all ongoing projects related to **Service Clou­­d** including interfacing with development and/or IT teams.
* Create profiles and permissions documentation, governance framework, data mapping, and **reporting** and **dashboard building**. Help is provide user access to different sandboxes as per requirement.
* Create defects and work with Dev team as needed. Work on user stories and creating and fixing defects in **force** environment. Work on cases and incidents created by **Salesforce** and S**M9** respectively.
* Developed, launched and managed in-depth dashboards and reports for all team functions on both management and individual levels. Imported accounts and contacts data through import wizard. Worked on data migration from databases to **SFD**C using **Data Loader.**
* Configuration and administration of **Salesforce.com** enterprise editions. Cleansed duplicate data and defined dupe blocking parameters to maintain data integrity.
* Analyzed current processes and made recommendations for automated notifications to Sales Reps when maintenance renewals are due and when outstanding invoices need attention, standardized sales reps reports.
* Configured **page layouts, workflows, approval process, document templates**, **record types**, and data fields. Implemented and maintained reports and dashboards.
* Created new **custom objects, assigned fields, custom tabs, components,** custom reports also created custom reports based on business need and associated them to dashboard.
* Customizing company profile, security controls and communication templates of the organization as per the organization requirements. Develop, document, maintain and enforce data processes and procedures designed to improve and maintain a high level of data quality and integrity.
* Responsible for **Salesforce.com** inquiries regarding issue resolution from all parts of the Sales and Product Marketing organization.
* Keep up-to-date on technology trends, developments and best practices, completed work in timely manner and successfully participated in group projects.
* Completing task in a timely manner and meet the **SAL,** also escalate it to correct team as per needed.

**Environment:** Workflow and Approvals, Cases, Defects, Reports, Dashboards, Analytic Snapshots, Import Wizard, Case Management Automation, Custom Objects, Data loader, Work bench.

**Walgreens, Deerfield IL**  **July 2014- Dec 2016**

**Salesforce Administrator**

**Responsibilities**

* Created several **Work flows, Approval processes, Tasks, Email Alerts, Field Updates** and Outbound Messages to manage the **Workflow & Approvals** which are needed in different stages of actual quote processing.
* Developed email templates which pulls all the data from the customer record.
* Created various **Custom Objects, Custom Fields** and **Record Types.**
* Participated in cross-functional teams to address strategic and operational issues surrounding CRM and salesforce instance.
* Performed administrative tasks - creating **Users, Profiles, Roles, Permission Sets, Page Layouts**, Record Types and configured sharing rules based on Organization role hierarchy.
* Used **Data Loader** for insert, update and bulk import or export of data from **Sales force Objects**.
* Created **Workflow Rules, Page Layouts**, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Worked on various salesforce.com **standard objects** like Accounts, Contacts, Leads, Campaigns, Opportunities, **Quotes, Activities, Dashboards** and Reports.
* Involved in **ExactTarget Marketing Cloud** subscribers, lists, profile attributes, fuel and emails.
* Created new **custom objects**, assigned fields, custom tabs, components, custom reports.
* Created **custom Reports** based on business need and associated them to **Dashboard.**
* Customized C**ompany Profile, Security** Controls and Communication Templates of the organization as per the organization requirements.
* Involved in Security Levels and privileges by customizing **Salesforce.com Profiles and Roles**.
* Used the Sandbox for Testing and migrated the deployment instance after testing.
* Integrated Email with Salesforce.com for Mass E-mail management and designed custom E-mail templates.
* Prepared training material and trained salesforce.com business users.
* Executed various levels of **Unit, Integration, User acceptance and Operational acceptance** testing to prove that system conform to specifications of business and quality requirement
* Assisted in on-going process improvement efforts to ensure Test Planning, Execution, and Reporting is effective, efficient, standardized, coordinated and integrated.
* Imported data into Salesforce using Data Loader
* Added **Organization-Wide Email** Addresses to all the applicable email alerts.
* Provided Level 1 User support and answered questions raised by business users
* Responsible for importing referential data received from external banks into Salesforce.com.
* Create and managed Salesforce Process Builders and flows, data validation rules and other automation.
* Utilized appropriate development methodology, design and develop data models and solutions for both internal and public use.
* Assisted in managing the School’s Office 365 SharePoint site collection, carry out site customization, create validation and field update workflows using SharePoint Designer

**Environment:** Saleforce.com platform, Apex Language, SOQL/SOSL, Reports, Custom Objects, Sandbox, Force.com IDE, MS Excel and PowerPoint.

**Kaiser Permanente, Oakland CA Sep 2012- June 2014**

**Salesforce Administrator**

**Responsibilities:**

* Worked on maintaining the functional areas of **Accounts, Contacts, Opportunities** and **Reports**.
* Designed dashboard (**line graph, funnel chart and pie chart**) for opportunities versus expected date of closing and total number of opportunities funded or submitted.
* Worked with **SOQL SOSL** queries with Governor Limitations to store and download the data from **Salesforce platform database.**
* Designed and implemented the solution by customizing various sales process standard objects like **Contacts, Accounts, Opportunities, Cases** and solutions of Salesforce
* Managed users, **Public Groups, Profiles,** and Roles within Salesforce; this involved designating access to the applicable user within the user **hierarchy/Territory**.
* Created **Templates, Formula Fields, Validation Rules, Workflow** and approvals for the flexibility and functionality of force platform application.
* Designed, developed and deployed the **Custom Objects, Page Layouts, Templates, Custom Tabs Components.**
* Heavily involved in **Salesforce Application Setup** activities and customized the applications to match functional needs of the organization
* Developed and configured various **Custom Reports** and **Report Folders** for different user profiles based on the need in the organization.
* Mapped data sources to load data into SalesForce using Data Loader.
* Worked on the production support for users, when users faced difficulty or requested changes.

**Environment:** Salesforce, Data loader, Custom Reports, Custom objects, Page layouts, Templates, Custom tabs, Validation Rules, Workflow and approvals, SOQL, SOSL.