

Devika Pal

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## OBJECTIVE

To work in the challenging position with an organization that provides ample opportunities to enhance my skills and to contribute for welfare of the organization.

## PROFILE SUMMARY

- Experience in Configuration & Support in Salesforce CRM.
- Experience in giving Production Support 24\*7
- Proficiency in SFDC Administrative tasks like creating custom **Profiles, Role Hierarchies, Users, Permission sets, sharing setting.**
- Worked on Configuration of Salesforce.com Data model using **Objects, Fields, Roll- up Summary, Lookup, Master Detail, Record types, View through page layouts.**
- Designed **Custom Formula Fields, Field Dependencies, Validation Rules, Work Flows, Process Builder and Approval Processes** for automated alerts, field updates, and Email generation according to application requirements.
- Experience in Service cloud - Case Management which include **Email-to-Case, Web-to-Case, Assignment rule, Auto response rule and Escalation rules.**
- Experience in Sales cloud- Experience working in **Lead, Opportunity, student, account and Contact**
- Implemented security and sharing rules at **object, field, and record level for different users at different levels of organization**, also created various profiles and configured the permissions based on the organizational hierarchy.
- Experience performing database operations using **Data Loader, Workbench.**  
in maintaining the data quality in migration.
- Experience in **SOQL (Salesforce Object Query Language )**
- Experience in Salesforce **Reports and Dashboards.** Created different types of reports (Tabular, summary, matrix) and Dashboard
- Knowledge on Debug logs. Organization ID, Grant Login Access. Also created salesforce cases and worked with salesforce support team.
- Worked with Service Management lifecycle and standard tools e.g. Jira ,Zendesk
- Experience in communicating with the clients and documentation of the tickets over reports.

## EXPERIENCE SUMMARY

Company Name	Duration	Role
ITC Infotech India Limited, Bangalore	August 2017 to Nov 2020	<b>Salesforce Administrator</b>
WhitehatJr	November 2020 to Present	<b>Senior Salesforce Administrator</b>

## TOOLS USED

Data loader, Workbench, Jira, Zendesk, Salesforce Inspector

## PROJECT DESCRIPTIONS

Project 01 : -	Project Name	<b>WHITEHATJR</b>
	Duration	Nov-2020 – Till Date
	My Role	<b>Senior Salesforce Administrator</b>
	Company	WhitehatJr
	Description of the Project	
	Working as a Senior Salesforce Administrator for WhitehatJr to Provide solutions for enhancement of the company. My primary role is to develop the product and add security for a bug free product which is user friendly and configuration.	
	My Responsibilities	<ul style="list-style-type: none"><li>● Requirement gathering and documentation.</li><li>● Working on Lead, Opportunity and Account Object</li><li>● Handling integration issues and ensure the data flow is proper.</li><li>● Implementation of Email-To-Case</li><li>● Working on objects, formula fields, workflows, custom views and list view</li><li>● Monitoring the application and database servers proactively to ensure business continuity is maintained.</li><li>● Involved in Salesforce.com configuration including custom objects, fields, page layouts, validation rules, custom tabs, list views, Profiles and roles, workflows and Approvals, Reports and Dashboards, OWD and Sharing settings..</li><li>● Creating Reports and Dashboards.</li><li>● Performed Unit Testing.</li><li>● Performed Deployment Activities from Sandbox to Production.</li><li>● Extensively worked on data migration.</li><li>● Communicating with Business representative to understand the requirement</li></ul>

## PROJECT DESCRIPTIONS

Project 01 : -	Project Name	
	Client	BAT
	Duration	Dec-2017 – Nov 2020
	My Role	<b>Salesforce Administrator</b>
	Company	ITC Infotech India Limited
	Description of the Project	
	Working as a salesforce administrator for BAT Petra project that is basically on Salesforce platform. Role in the project is to solve on the fly bugs and give support to over 25 countries for 24/7 to solve the incidents, implement configurations and change requests that come on its way.	
	My Responsibilities	<ul style="list-style-type: none"> <li>● Requirement gathering and documentation.</li> <li>● Handling integration issues and ensure the data flow is proper.</li> <li>● To solve incidents,SRs within the given SLA time.</li> <li>● Implement Change requests and configurations.</li> <li>● Monitoring the application and database servers proactively to ensure business continuity is maintained.</li> <li>● Involved in Salesforce.com configuration including custom objects, fields, page layouts, validation rules, custom tabs, list views, Profiles and roles, workflows and Approvals, Reports and Dashboards, OWD and Sharing settings..</li> <li>● Creating Reports</li> <li>● Performed Unit Testing.</li> <li>● Working on L2 and L3 tickets as per the defined SLA</li> <li>● Communicating with the clients.</li> </ul>

ACADEMICS				
Exam	Institute	Board/University	Year of Study	Percentage/CPGA
B.Tech (IT)	St.Thomas'College Of Engineering & Technology	West Bengal University Of Technology	2013-2017	<b>7.60(CGPA)</b>
Class 12th	Mahadevi Birla Shishu Vihar	ISC	2011-2013	<b>70%</b>
Class 10th	Mahadevi Birla Shishu Vihar	ICSE	2010-2011	<b>83.5%</b>

EXTRACURRICULAR ACTIVITIES	
Hobbies	<ul style="list-style-type: none"> <li>• Reading</li> <li>• Listening Music</li> <li>• Canvas Painting</li> </ul>
Positions of Responsibility	<ul style="list-style-type: none"> <li>• Organized Tech in college</li> <li>• An active volunteer in Agami Nirman NGO since last two years serving the unprivileged children.</li> </ul>

PERSONAL DETAILS	
Date of Birth	August 21, 1994
Father's Name	Mr. Dilip Kumar Pal
Marital Status	Unmarried
Languages Known	English, Hindi, Telugu, Bengali

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