Snehal Kanse

Salesforce Administrator

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OBJECTIVE

To work in a challenging environment demanding all my skills and efforts to explore and adapt myself in different fields and realize my potential where I get the opportunity for continuous learning.

PROFESSIONAL SUMMARY

- Experience in designing, setup, and maintaining Salesforce standard objects, custom objects, and junction objects, while also structuring user roles, security profiles, and workflow rules.
- Identify relationships and convert to Salesforce custom objects, lookup relationships, junction objects, master-detail relationships.
- Extensive experience in maintaining and customizing 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.
- Worked extensively on various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports, and Dashboards.
- Developed reports, dashboards, and processes to continuously monitor data quality and integrity.
- Design, build or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Develop web site maps, application models, image templates, or page templates that meet project goals, user needs, or industry standards.

SKILLS

- Web Desgin Software: Wix, Weebly, Wordpress, Duda, Sitebuilder
- Programming Languages: HTML/CSS
- Tools & Technologies: Google Analytics, Google Webmaster, Google Trends, Email Marketing
- Operating Systems: Windows 7,8,10, Linux Mint

EXPERIENCE

1) Exceptionaire Technologies pvt Ltd

Jan 2018 - Feb 2020
 (Marketing Executive)

- Producing regular audits and writing up detailed monthly performance and progress reports for clients.
- Coordinating with the Designer/Developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.
- Develop web site maps, application models, image templates, or page templates that meet project goals, user needs, or industry standards.
- Design customer interface of online storefront, using web programming or e-commerce software.
- Measure and analyze Web site usage data to maximize search engine returns or refine customer interfaces.
- Assist in day-to-day on-page activities including but not limited to keyword research, META details creation, heading tags, content optimization, Sitemap creation & submission.

EDUCATION

- **Bachelor of Engineering**
  Computer Science Engineering
  (2013-2016)

- **Trailhead By Salesforce**
  Salesforce Administrator
  (2019-Present)

CERTIFICATIONS/TRAINING

1) **Salesforce Marketing Cloud Email Specialist**
   (Udemy - *Issued Feb'20 . No Expiration Date*)

2) **Salesforce Admin and Developer**
   (Completed Feb'20 . No Expiration Date)

3) **Online Marketing**
   (Completed Dec'18 . No Expiration Date)

HONORS

- **Trailhead Ranger**

  Trailhead Salesforce

  150+ Badges, 105,737 Points on Trailhead

- **GoGetter Award in Organization**

  Exceptionaire Technology

  Energetic Person in the organization