

# AMRA SIDDIQUI

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## PROFILE SUMMARY

8 years of IT experience that includes 6 years as Salesforce Admin/Consultant and 2 years as a Siebel and Oracle CPQ Admin.

- Strong technical and functional proficiency in Salesforce administrative tasks such as, profiles, roles, security, flows, validation rules, triggers approvals, custom objects, reports, and dashboards.
- Customized dashboards to track efficiency and productivity as per the requirement
- Gather needs and requirements of the business and design high quality solutions in Salesforce via custom objects, custom fields, workflows and process builder.
- Configured Salesforce functionalities to enhance business process performance like designing page layouts, tabs, Approval Processes and Auto-Response Rules and dashboards as per the requirement
- Experience in working with Sandboxes and production orgs
- Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permission to provide shared access among the users
- Worked on SOQL queries to fetch data. Have good understanding of SQL.
- Experience in creating Permission sets for the users and assigning the relevant permission set licenses to them.
- Expertise in analyzing the Salesforce issues logged by customers, leverage product expertise and complete understanding of the process.
- To uncover real business problems faced by Salesforce customers and prospects to develop solutions.
- Involved in various stages of Software Development Life Cycle (SDLC) including requirement analysis, design, development, enhancement and maintenance of Salesforce applications.
- Experience in data migration using workbench, change set and Data Loader
- Created productive documents to have better understanding of the system.
- Experience in analyzing business requirement of the system, entity relationship and converting to Salesforce custom objects

## EXPERIENCE

**Aphidas Solutions, Dubai | Role: B.A.- Techno Functional , Salesforce| November 2023 – Present**

- Spearheaded the creation of proposals, outlining comprehensive strategies to address client needs and maximize Salesforce capabilities.
- Orchestrated seamless integrations within Salesforce, ensuring optimal performance and data integrity.
- Prepared a variety of documents, including process flows, use cases, and user stories, contributing to project clarity and success.
- Played a pivotal role in technical aspects of Salesforce implementation, utilizing a techno-functional approach to bridge the gap between business requirements and system functionalities.
- Cultivated and maintained strong client relationships through effective communication and understanding of their unique business challenges.
- Acted as a liaison between business stakeholders and technical teams, ensuring a cohesive understanding of project objectives and milestones.
- Played a key role in technical aspects like implementing Flows, Approval processes and data upload.
- Working on Real estate domain projects, managing a team of 4-5 members, providing guidance and support to ensure successful project completion and team cohesion.

**Salesforce India | Role: Technical Support Engineer| November 2020 – November 2023**

- Managing a team size of 5-7 Salesforce Engineers and assisting in resolving the issues, training them technically/functionally in Salesforce Admin aspects.
- Configured products, implemented relationships amongst objects.
- Configured workflows, maintained reports and dashboards to track efficiency and productivity of the team.
- Ability to resolving issues within defined SLA.
- Participating in the tech interview panel
- Worked on process builders for field updates, alerts to implement the business requirement

- Work with internal users to create training, workflow enhancements, reporting, case management, and overall system enhancements to promote usability and adoption
- Work with users to identify and translate business needs into technical design.

#### **PwC India| Role: Technology Consultant| August 2019 – November 2020**

- Created reports and dashboards, customized them according to the client's requirement
- Knowledge and implementation of Einstein Analytics.
- Created Lenses, Datasets and Data recipes using Einstein Analytics.
- Worked on data loader, workbench and change sets.
- Implemented Lookup and master detail relationships.
- Maintained and customized various admin aspects like Users, Roles, Profiles, Groups, Record types, creating custom objects, picklists and page layout customization as per the business functions.
- Maintained system metrics to track the trend in usage and adoption.
- Elicited the business requirements for the project using document analysis.

#### **NIIT Technologies| Role: Senior Software Developer| January 2018 to August 2019**

- Developed and Customized User interface in Salesforce.com using Visual force
- Created User Roles and Profiles, Security controls and shared settings.
- Implemented field level security and audit trail setup.
- Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
- Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.

#### **Project: SITA| October 2016 to December 2017**

- Hands on experience in areas of Configuration, Commerce, Document Engine on Oracle CPQ.
- Worked as support engineer, providing fixes to any complex scenarios for Siebel Production Maintenance and Support Team.
- Created views using Oracle SQL Developer.

### **CERTIFICATIONS**

- Salesforce Certified Administrator
- Salesforce Certified Einstein Analytics and Discovery Consultant
- Salesforce Certified CPQ Specialist
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Service Cloud Consultant
- Salesforce Platform App Builder

### **EDUCATION**

- B.Tech – CSE (2012-2016) from Amity University, Noida - 6.89
- Class 12 XII (2012) - 80.4 % from Faith Academy, New Delhi.
- Class X (2010) - 8.6 CGPA from Faith Academy, New Delhi.
- Completed **Business Analytics** Professional Course from **Michigan State University** in 2023

### **ACHIEVEMENT**

- Published a research paper with IEEE on the topic 'A Secure and Robust Image Watermarking System' in 2016
- Received a certificate for implementing cost effective solution for Travel Domain in Siebel, in 2017(NIIT)
- Got an award 'Pat on the back' for resolving the maximum number of issues in a month, in 2018.
- Getting the highest customer feedback surveys in the month of Feb 2023.