

SHUBHAM WADHWA

Sr. Salesforce Software - Engineer
(Administrator & Developer)



JOB OBJECTIVE

A competent and versatile professional with great learning-agility and proven record of achievements with credit of implementing dynamic ideas in **Salesforce Admin, Apex, LWC , Salesforce CRM, Sales Cloud and Technical Support**, with a growth-oriented organization.

Location Preference: **PAN India**

CONTACT

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Key Skills

- Develop user stories and to-be process flows to support the design and development of Salesforce solutions for our clients.
- Designed analytical solutions.
- Execute and validate test cases.
- Complete the configuration for user stories within Salesforce, AppExchange products, or other cloud-based technologies.
- Collaborate with developers to test and verify that solutions will meet the business requirements.
- Participate in key meetings with clients including requirement sessions, system demos, user acceptance testing, and end user training.

PROFILE SUMMARY

- A dynamic professional offering nearly **5 years** of experience in **Salesforce Business Analyst, Salesforce Administrator & Development** seeking a challenging career and to be a part with a passion for working in Salesforce proficient Success roles.
- Skilled in developing customized actions with lightning components and workflows to adapt applications for business needs.
- Experience with SFDC (**Salesforce CRM**)
- Configuring and customizing **Sales Cloud & Service Cloud**.
- Hands-on **Sharing setting rule, OWD & Permission Sets**
- Proficient in preparing detailed technical documentation, supporting team members, and testing applications for quality assurance.
- Known for being an innovative team player with strong technical skills and excellent time management abilities.
- Good team player, mentor & individual contributor
- Experience in preparing, executing, and reviewing test cases.
- Expertise in performing end-to-end functional integration.
- Knowledge of UI testing
- Good team player, mentor & individual contributor
- Point of contact for multiple POC's
- **Co-ordination with stake holders for Implementation and Enhancement in the system.**
- Go to person for any query and resolution.
- Publishing Domain Knowledge
- Documenting all the deliverables and closure report
- Keen customer centric approach with skills in addressing client priorities and resolving escalations within prescribed TAT.
- Creating **Flowcharts, Use-Case diagrams, HLD, Sequence Diagram, LLD and Data Visualisation.**
- Analyzed business challenges, from various departments, effectively managing deliverables of personal tasks, which includes managing/working on complicated projects.
- **Creating Reports & Dashboards.**
- **Creating different Applications in Salesforce.**

ACCOMPLISHMENTS

- Achieved Ranger rank in Trailhead.
- Received appreciation from Senior Salesforce Director for the Consistent Performance and Taking Ownership within the Team.

WORK EXPERIENCE

InfoVision | Sr. Software Engineer | (Mar 2022 – Present)
Project – Health Cloud | Mar 2022 – Aug 2022

Key Result Areas:

- Responsible for specifications, implementations, and analytics
- Analyse results and log defects.
- Biweekly discussion with management and stakeholders
- Peer Review on Test Sessions

TECHNICAL SKILLS

Primary Skills –

- Salesforce Administrator
- Flow
- Aura
- Visualforce Page
- LWC
- Apex, Asynchronous & Synchronous Apex
- Triggers
- CSS
- HTML

Reliable Abilities:

- Salesforce Admin
- Permission Sets
- Sharing Setting
- OWD
- SOSL, SOQL
- Workflow Approvals
- Reports & Dashboards
- Health Cloud
- Marketing Cloud
- Experience Cloud
- Sales Cloud
- Service Cloud
- GitHub
- Gathering Requirements ,BRD, FRD, HLD.

CERTIFICATIONS

- Salesforce Certified Associate
- Salesforce Administrator (ADM - 201)
- Salesforce Advance Administrator (ADM - 211)
- Salesforce Platform Developer (PD1)
- Six Sigma - Yellow Belt

- As Salesforce business analysts and Salesforce Admin have gained valuable ongoing learning on many other platforms, such as Work.com, my Trailhead and Force.com Successfully developed and implemented various custom objects, tabs, and entity-relationship data models, as well as validation rules, page layouts, components, and Visualforce pages based on specific requirements.
- Handling Internal Salesforce Project on Sales Cloud
- Co-ordinating with Stakeholders for resolving issues and implementation.
- Creating a detailed business analysis, outlining problems, opportunities, and solutions for a business.
- Budgeting and forecasting.
- Planning and monitoring
- As Salesforce business analysts have gained valuable ongoing learning on many other platforms, such as Work.com, my Trailhead and Force.com.
- Defining business requirements and reporting them back to stakeholders.
- Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions.
- Creating BRD documents
- Prepare technical reports by collecting, analyzing, and summarizing information and trends.
- Contribute to team effort by accomplishing related results as needed.
- Understanding of networks, databases, and other technology.
- Validate resource requirements and develop estimate models.
- Conduct and coordinate financial, product, market, operational and related research to support strategic and business planning within the various departments and programs of the client group.
- Served customers and businesses by running and viewing reports.
- Implemented custom permission settings to restrict user access through validation rules.
- Created and implemented complex formula fields to calculate the Federal Poverty Level.
- Experienced in implementing multiple lightning components, utilizing CSS and design parameters to improve the user experience.
- Developed and implemented customized flows to automate payment record creation when applications are approved.

Project – TAI (Target Achievement Incentive Management) |Sep 2022 – Dec 2022

Key Result Areas:

- Designed and implemented new Sales automated process, to make transparency in system.
- Reduce manual efforts and misleading calculations.
- Implemented Automated Approval process and provided Dashboards based on Role-Hierarchy.
- Successfully designed and implemented various custom objects, tabs, entity-relationship data models, and validation rules on objects and tabs, as well as page layouts.
- Designed and implemented a two-step approval process for sales representative targets, ensuring accuracy and compliance with company standards.
- Implemented complex formula fields to accurately calculate sales incentives on a quarterly, half-yearly, or yearly basis, resulting in improved efficiency and accuracy.

Project – Marketing Cloud |Jan 2023 – Mar 2023

Key Result Areas:

CORE COMPETENCIES

- Outstanding ability to inspire and lead.
- Quick learning curve & Keen Observer
- Decision-making and problem-solving capabilities.
- Documentation & Reporting

SOFT SKILLS

- Communication & Networking
- People Management
- Analytical & Problem Solving
- Time Management & Multitasking
- Easily adaptive to a new environment.
- Excellent communication abilities both verbally and written.

EDUCATION

- BE in Mechanical at Cresent College of technology (2016)
- Intermediate as Private Candidate (2012)
- High School from St. Atulanand Public School Varanasi (2009)

PERSONAL DETAILS

Date of Birth: 9th Aug 1993

Languages Known: English & Hindi

TRAINING

- Conducting Training sessions for new Joinees
- Created Documentation & Manual Guide for all the Clients.
- Training sessions conducted for team improvement.
- Handling of escalations successfully for the POC's.

- It Includes Journey flow, Goals and achievements, Approval Process all the functionalities are built.
- Created Report & Dashboard for performance checking and using SQL queries in automation studio to track the journey. (Sent, Delivered, Opens, Clicks, Bounce & Unsubscribes)
- Automatic generate Email campaign.
- Connect to SFDC org to get sales cycle.
- Create list of databases to send invites to customers.
- Creating a Target audience list for the business or webinar for each one within the Organization.
- Creating landing pages, Email templates, Email campaign, Journey builder.

Project – Google Drive Integration |Feb 2023 – Present

Key Result Areas:

- It enables users to store and access files online. The service syncs stored documents, photos and more across all the user's devices, including mobile devices, tablets and PCs.
- The availability of click-through associations between Drive files and Salesforce records.
- Salesforce can effortlessly link files from Drive in records and Chatter posts. By doing so, file duplication is decreased, and the security and compliance of sensitive data are improved.
- Using salesforce google drive integration we can store and access data in different formats.
- If necessary, we can obtain more data storage on Google Drive, which is less expensive than Salesforce.

Cognizant Technology Solutions |Sr. Salesforce Support | (July 2021 – Feb 2022)

Key Result Areas:

- Possess extensive knowledge of CRM processes and expertise in Sales Cloud and Service Cloud business operations.
- Demonstrated ability in Salesforce configuration, customizations, and user interface design, including security models, custom fields, validation rules, automation processes, profile and role maintenance, and analytics.
- Provided technical support and end-user troubleshooting for configuration-related issues, including permission sets, organization-wide defaults, sharing settings, and hierarchy-based access for users.
- Successfully implemented and maintained Web/Email-to-Case and Web-to-Lead, lead assignment rules, approval processes, auto-response rules, and duplicate management features.
- Designed and maintained customized reports and dashboards, applying row-level and summary formulas to ensure accurate and actionable data insights.

Infosys BPM Limited | Senior Technical Process Executive (Salesforce) (Jan 2021 – June 2021)

Key Result Areas:

- Provided users support and Bug Fix Activities as per the SLA
- Implemented minor enhancements on standard objects like Campaigns, Accounts, Lead, Contacts, Opportunity, Dashboard & Reports.
- Designed and implemented a customized web case page that enhances user experience and overrides the default Salesforce page.

- Configured and generated various reports and report folders to provide detailed insights and analysis for different users.
- Roster preparation
- Refresher Training
- RCA(Root Cause Analysis)
- Created and deployed several reports for different user profiles based on the need in the ORG.

Wipro Technologies |Salesforce Administrator Support Tier 1 | (May 2018 – Dec 2020)

- Successfully implemented and maintained Web/Email-to-Case and Web-to-Lead, lead assignment rules, approval processes, auto-response rules, and duplicate management feature.
- Designed and maintained complex reports and dashboards, utilizing row level and summary formulas to ensure accurate and actionable data insights.
- Customized key Salesforce.com scopes, including users, roles, profiles, groups, record types, sharing rules, custom objects, picklists, and page layouts, to support critical business functions.
- Provided global support for Salesforce users and served as the primary point of contact for end-user support, ensuring timely resolution of issues and effective communication with stakeholders.
- Created and managed comprehensive dashboards and reports for all teams, providing valuable insights and actionable data to drive informed decision-making