KANIKA CHAUDHARY
SALESFORCE TECHNICAL LEAD

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PROFILE

7+ years of experience as a Salesforce Consultant & Developer across multiple clouds like sales cloud, community cloud, marketing cloud & CPQ. Delivering value with absolute persistence & resilience, collaborative of widespread experience across various industry sectors like insurance, pharmaceutical, banking, marketing.

SKILLS

Coding Languages
Salesforce Apex, Salesforce Lightning Web Components, Salesforce Marketing Cloud, JavaScript, HTML/CSS, Java, sql, PROS PPSS,PROS Command Center, PROS Quote Designer, PROS Quote-x.
Frameworks/Systems
GitHub, Visual Studio, GitBitBucket, Salesforce Change Set.

CERTIFICATIONS

- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified Platform Developer I
- Salesforce Certified Platform Developer II
- Salesforce Certified Platform App Builder
- Salesforce Certified Experience Cloud Consultant
- Salesforce Certified Administrator
- PROS CPQ Quote Designer 330
- PROS CPQ Quoting 320
- PROS CPQ Pricing 310
- PROS CPQ Guidance 202
- PROS CPQ Analytics 310

CAREER SUMMARY

Salesforce Senior Tech Lead, Ernst & Young
EY, Bangalore | March 2021 to present
SALESFORCE MARKETING CLOUD
AICPA, EUROPE/APAC/MIDDLE EAST

- Driving successful operations of the Association's global marketing team by leveraging the full suite of Salesforce Marketing Cloud (SFMC) functionality.
- Working on Journey Based Campaign, A/B Testing and learning, Dynamic Content, bounce back management, Einstein Predictive Analytics and Send Time Optimization.
- Managing the Procedure, implementation, tracking and measurement of marketing campaigns.
- Delivering regular reports of campaign results, including web analysis and evaluation of KPIs.

Salesforce Senior Consultant, Ernst & Young
EY, Bangalore | October 2019 - March 2021
SALESFORCE LIGHTNING WEB COMPONENTS
CARRIER, USA

- Worked on the digital transformation of Order, Customer, Contractor, Distributor, Invoice Management for a HVAC Industry using Lightning Web Components surfaced on Community Cloud.
- Worked as a lead developer to transform key business functionalities using Lightning Web Components.
- Worked on custom events, lightning app pages, lightning tabs, lightning components, Pub-Sub modules, lightning data table, lightning life cycle events like rendered call back, connected call back.

Salesforce Consultant, Ernst & Young
EY, Bangalore | January 2018 - October 2019
SALESFORCE COMMUNITY CLOUD WITH REST API
NOVA SCOTIA, CANADA

- This salesforce application was integrated with guidewire and used to fetch the medical insurance policy data from guidewire server based on user inputs.
- Worked on an insurance portal through a canvas implementation to display Guidewire portal in Salesforce Community Cloud by Integrating SF with Guidewire using REST via Mule Soft APIs.
- Worked on Web designing the UI pages with native and Bootstrap CSS. Worked on Integrating the web based third party application to Salesforce and Community Cloud.
- Resolving any issues/errors, post go-live.

CAREER SUMMARY

PROS CPQ Consultant, Ernst & Young
EY, Bangalore | November 2017 - January 2018
PROS CPQ QUOTE DESIGNER
HONEYWELL, USA

- Worked on the Smart PROS CPQ quote modeling, SellingPro Designer & Quote designer for designing the Quote UI Header Information/Spreadsheet & worked on the Quote Portfolio management in configuration.
- Setting up the Products in the catalog. Setting up the Configuration process for customising the UI as per the user requirements and designing the Sales Breakdown and Output of the Configurator in Selling Pro Designer.
- Installing the PROS CPQ Package and Integrating CPQ with Salesforce by creating Custom settings. Worked on the PROS Quote Designer for building the steps, pages, widgets on the quote UI.

Salesforce Developer, Ernst & Young
EY, Bangalore| September 2016 - November 2017
SALESFORCE INTEGRATION WITH ADOBE CAMPAIGN MANAGER
ACCENTURE, INDIA

- Developed a CRM Solution for a leading Marketing firm which is aimed at integrating Adobe Marketing Campaign with salesforce.
- Worked upon direct integration between salesforce and Adobe Marketing Cloud using REST and SOAP web services.
- The application was targeted to generate the interaction details for Lead or Contact converted based on specific user details and extracting interaction data from ACM ,which is then stored in salesforce.

Salesforce Junior Developer, HCL Technologies
HCL, Bangalore| August 2014 - September 2016
SALESFORCE CLASSIC
McKESSON, USA

- Worked on Force.com's implementation for Differential Pricing Management for 1 of the largest pharmaceutical company in USA.
- Differential pricing is a technique that McKesson uses primarily as a tool to meet their customers' needs while preserving their own financial interests.
- Analysed complex business requirements and designed solutions using Apex classes, Batch Classes and Visualforce pages.

EDUCATION

REVA UNIVERSITY, 2010-2014
Bachelor of Information Science in Computer Science
71%

GURU NANAK PUBLIC SCHOOL, 2009-2010
12 TH GRADE
78%

ACHIEVEMENTS AND AWARDS

- Spot award winner every year for the past 5 years.
- Promotion and Progression every consecutive year from 2018 to 2021.
- Received the highest rating (gold standard, 5 star) from the last 3 years, along with client testimonies for my individual as well as my team's contribution.
- Received the Client Recognition award in 2019 for successful completion and go-live of an insurance portal for the Canadian Government.

INTERESTS

- Corporate Badminton player.
- Fairly trained at boxing.
- An active member of a volunteer group caring for stray and abandoned dogs undertaking daily feeding of 20 stray dogs.