VARUN SHARMA

☐ : +91-9999873823

✉ : varunsharma221133@gmail.com

INTRODUCTION:	*Salesforce Service Ops Project Manager/Architect*

Overall *7.5+* years of IT experience in Salesforce CRM Domain and currently working as a "**Salesforce Service Ops Project Manager**" handling **Salesforce Business Analyst, Application/Product Support, Advance Administration, Tableau CRM, Data Management, Security Model Design & Customization** related responsibilities under SFDC (Sales Cloud, Service Cloud, Experience Cloud, Consoles, Communities) Platform based on Web and Mobile.

Strong Technical and Functional knowledge in **Bridging the gap between Business and Technology** along with an extensive background in designing highly efficient end-to-end CRM solutions for various clouds with in-depth knowledge of business processes across different domains.

OBJECTIVE:

Cloud-based applications result-driven **Salesforce Data-Solution Architect & Project Manager** bringing a thorough knowledge of Salesforce **Configuration, Security & Data Design cum Management**, **Tableau CRM, and Business Analytics** in SF to a new company.

PROFESSIONAL SUMMARY:

- **Salesforce Certified Administrator**, **Salesforce Certified Einstein Analytics and Discovery Consultant**, **Copado Certified Salesforce DevOps Administrator, Copado Certified Salesforce DevOps Developer**, Experienced Sales Cloud Consultant, Experienced CPQ Specialist, Experienced Service Cloud Consultant, Experienced Advanced Administrator.

- Technically and functionally bridging the gap between Business and Technology in the following areas: 1 – Business Analyst, 2 – Production Support, 3- Salesforce Consultant, 4 – Tableau CRM

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- Experience in interacting with various business user groups for gathering the requirements for salesforce.com CRM project implementation and Data Centralization.
- Assist with project implementation and control monitoring process related to quality assurance (QA) and user-assisted testing (UAT).
- Plan and conduct requirements elicitation meetings with the business to collect functional and non-functional requirements related to the client's Salesforce technology enhancement and initiatives.
- Conduct brainstorming sessions with the development team to actively involve them during the requirements stage level analysis.
- Create BRD, FRD, Data flow diagrams, and process flow diagrams to facilitate better system understanding.

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- Triage and resolve Level 1, Level 2, Level 3 Salesforce production support for incidents raised by end-users.
- Develop and adhere to service level agreements configured in the company Service Desk portal.
- Manage support team, assign incidents, and run collaborative daily standups to resolve difficult issues.
- Collaborate with end-users to understand reported incidents and error codes; provide troubleshooting assistance with timely and relevant updates.
- Where applicable, escalate issues to the IT Product Solutions development team, Salesforce Support, Managed package

- vendors, and third-party consultants; follow issue to resolution and close.
- Coordinate across multiple internal teams if an incident relates to non-Salesforce components.
- Develop, Analyze, and report bi-weekly on production support metrics.
- Improve and maintain Salesforce production support workflows and procedures.
- Manage user provisioning, permission set up, and licensing in Salesforce.
- Run approved data imports using tools like data loader, workbench, data import wizard, etc.
- Develop operational decision support components in Salesforce including dashboards, reports, and list views.
- Create artifacts and solution base for repeated incidents; identify patterns that warrant enhancements.
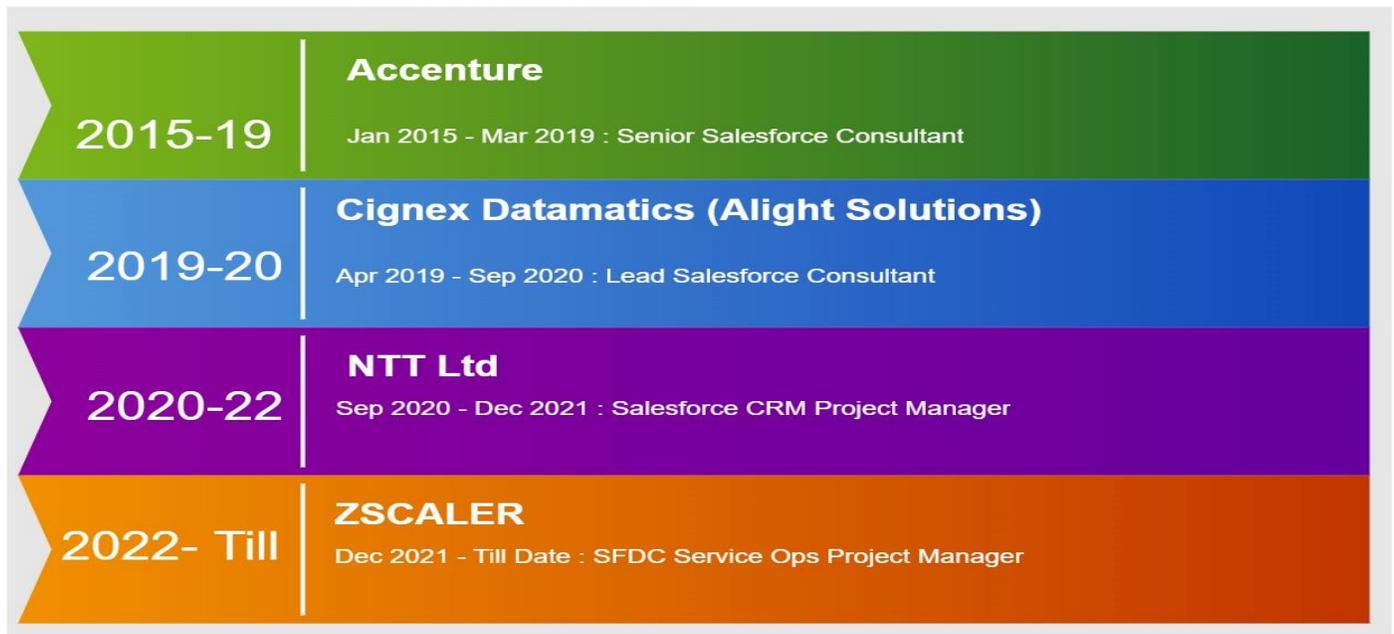- Create backlog items to track product defects.

- Experience creating Object-Level Security (Profiles & Permissions Sets), Record-Level Security (OWD, Sharing Rules, Manual Sharing and Role Hierarchy based on Organization role hierarchy), Field-Level Security, Account Teams, User Management, Escalation Rules assignment.
- Extensive business knowledge of Sales Processes, Service processes experience on various Salesforce.com standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Cases, Reports, and Dashboards.
- Experience in data management tools such as Data Loader, workbench, dataloader.io
- Experience in process automation using Workflow rules, Process Builder, Flow Builder, and Reports.
- Trained on experience in Apex Triggers, Visualforce pages, controllers, changesets, and Sandbox creation.
- Experience creating Apps, Custom Objects, Custom Fields, Record Types, Page layouts, and various other components as per the client and application requirements.
- Good Knowledge of SQL queries, SOQL, and SAQL.

- Experience in Creating and Designing Datasets, lenses, Dashboards, Json, XMD, Recipes using internal Salesforce data (via Dataflow using different Transformations) and external data sources in Einstein.
- Experience in JSON, XMD, Dataflow, Static steps, Bindings, and SAQL query in Salesforce Einstein Analytics
- Designs, develops and maintains dashboards in Einstein.
- Create Einstein datasets using internal Salesforce data and external data sources.
- Experience creating complex Reports & Dashboards (KPIs) for Business Leaders, Dynamic Dashboards for Sales users and Service users.
- Good communication, interpersonal skills, mentoring skills, self-motivated, team player
- POC of Salesforce Administrator in both Classic and Lightning functionality.
- Experience developing training materials and training the users.

SKILL SET:

Salesforce Clouds	Sales Cloud, Service Cloud, Community Cloud, Commerce Cloud, Marketing Cloud
DML Tool	Data Loader, Workbench, Import Wizard
Defect management tool	TFS, ALM, Maestro, JIRA
Analytics	Einstein Analytics, Tableau
Incident management tool	Service Now (Snow)
MS Software:	MS Power Point, MS Excel, MS Access Database
Automation tools:	UiPath

2015-19	**Accenture** Jan 2015 - Mar 2019 : Senior Salesforce Consultant
2019-20	**Cignex Datamatics (Alight Solutions)** Apr 2019 - Sep 2020 : Lead Salesforce Consultant
2020-22	**NTT Ltd** Sep 2020 - Dec 2021 : Salesforce CRM Project Manager
2022- Till	**ZSCALER** Dec 2021 - Till Date : SFDC Service Ops Project Manager

Company: ZSCALER (Dec'21 – Present)

Project: Global Client Service

Role: Salesforce Service Ops Project Manager (Data and Solution Architect)

About: The work is based on the Salesforce instance of Zscaler Sales and Service cloud instance, the strategic business unit. This project involves managing the Zscaler overall Global Client Services end to end.

Responsibilities:

- Technically and functionally working as a bridge to fill the gap between Business and Technology to make the customer journey smooth.
- Closely work with Senior Business leadership (VP, Sr VP, CTIO), Business and Product teams to understand and convert all business problem statements into product deliverables through Designing, Building, and Driving the end-to-end project implementation of business solutions with best industry practices across the salesforce platform.
- Weekly interact with Sales, Marketing, and Global Customer Service Heads to discuss the scope of BR, CR, User stories, and sprint planning (3-week build and 1-week deployment) to keep a close eye on the ongoing and upcoming enhancements and issues under the Backlog through JIRA and SFDC.
- Triage and resolve Level 1, Level 2, Level 3 Salesforce production support for incidents raised by end-users.
- Manage a team size of 8 Salesforce experts (2 BA, 2 Admin, 3 Developer, 1 Tester) across different geographical locations.
- Design and help the team in Building the Configuration related and customization (APEX, LWC) solution in salesforce on daily basis. Develop and adhere to service level agreements configured in the company Service Desk portal.
- Manage support team, assign incidents, and run collaborative daily standups to resolve difficult issues and track the progress of the sprint.
- Collaborate with end-users to understand reported incidents and error codes; provide troubleshooting assistance with timely and relevant updates.
- Where applicable, escalate issues to the IT Product Solutions development team, Salesforce Support, Managed package vendors, and third-party consultants; follow issue to resolution and close.
- Coordinate across multiple internal teams if an incident relates to non-Salesforce components.
- Develop, Analyze, and report bi-weekly on production support metrics.
- Manage user provisioning, permission set up, and licensing in Salesforce.

- Develop operational decision support components in Salesforce including dashboards, reports, and list views.
- Create artifacts and solution base for repeated incidents; identify patterns that warrant enhancements.
- Intensively involved in Data Modeling, Conceptual Design, Master Data Management, Metadata Management, Data Governance, Business Intelligence, Reporting, and Analytics, Data Migration, Performance Tuning

Company: NTT Ltd. (September'20 – December 2021)

Project: Confidential

Role: Salesforce CRM Project Manager (Data and Solution Architect)

About: The project is based on the Salesforce instance of NTT Deals, the strategic business unit. This project involves managing the NTT Deals and support end to end.

Responsibilities:

- POC for Salesforce Functionality in Web and Mobile applications.
- Perform DML operations, bulk upload, insert and delete data in the production environment using Data Loader or Workbench as per the requirement.
- Manage every production environment support.
- Manage user profiles/access/Security while production cutover.
- Running Workflow and the issues and information across the website.
- Identifying new Business Enhancements according to the user perspectives.
- Manage data flow for downstream applications to keep all the applications in sync.
- Responsibility for applying workarounds directly in the Production environment if user-facing issues and want immediate resolution.
- Expert in Salesforce CPQ, strong experience in configurators, product rules, pricing rules, advanced approvals, and option constraints.
- Worked on CPQ configuration, pricing, discounting, approvals, and proposal generation.
- Creating Reports and Dashboards according to the user requirements.
- Manage a team of 10 members and support them while doing all the related tasks.
- Connect directly with Salesforce end-users to get the requirements.

ACADEMIC PROFILE:

B.Tech | Computer Science Engineering (71%) 2010-2014 from Guru Gobind Singh Indraprastha University, Delhi, DL

ACHIEVEMENTS:

Achieved "ACE" award at Accenture for High Performance Delivered in category: Client and Customer

Achieved "Accenture Inspire" award for delivering good work in a project for 3 years

Achieved Best Manager Award in NTT for two semesters in 2021

DECLARATION:

I hereby declare that information above is true to the best of my knowledge.

Varun Sharma, Place – Delhi, India