



• Contact

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• Skills

Product Team Lead

Salesforce Sales & Service
Cloud

Salesforce Experience Cloud ,
B2B Ecommerce & Pardot
Marketing Automation

Apttus Configure Price Quote
and Contract Lifecycle
Management

Data Migration and
Integration (REST / SOAP)

Deployment Copado , Ant ,
GIT , Bit bucket

Content Management And
Territory Management

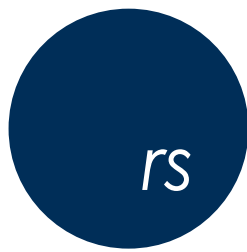
Technical Direction And
Product Strategies

Analyze Data

Database Queries

Strategic Planning

Customer Needs



Rupesh Sharma

Salesforce CRM Technical Lead

Technical Product Lead with over 7 years of successful experience in Salesforce Sales , Service , Experience , E commerce and Pardot Marketing Automation. Recognized consistently for performance excellence and contributions to success in customer relationship management industry. Enthusiastic and eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of task , motivated to learn, grow and excel in CRM atmosphere. Certified Salesforce Admin , platform developer , Sales & Service cloud Consultant. Apttus certified CPQ and CLM.

• Work History

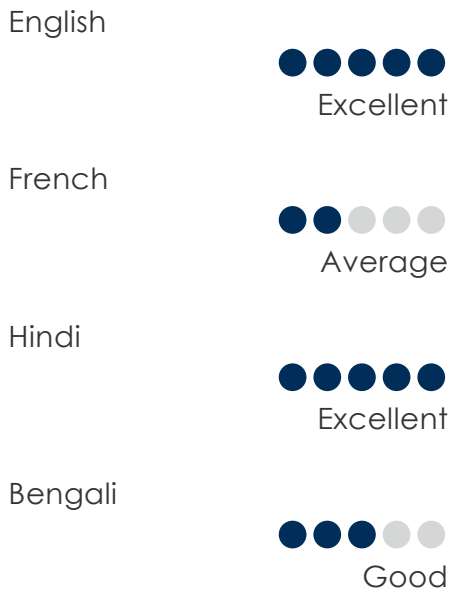
2019-11 -
Current

Technical Product Lead

Diageo Business Services India, Bengaluru, Karnataka

- Identified issues, analyzed information and provided solutions to problems.
- Created plans and communicated deadlines to ensure projects were completed on time.
- Community Cloud - Customize solution matching Diageo brand for online community experience. Integration with business data from any system centralizes customers. This is more focused on Direct and Indirect customer. This community experience supports multiple language , multiple country and Primary & secondary community user model. You can access community anywhere using Salesforce mobile app or any mobile browser for delivering branded, device-responsive collaboration. Experience Cloud gives overview of agents on who's more active and they can also endorse each other based on expertise and skills. Other features include case escalation, e-commerce and Embedded Live Chat with

• Languages



2018-09 -
2019-10

Omni channel for routing.

- Pardot Lightning App / Marketing Automation - Track prospect and visitor activity , Hosted content (Landing Page / Email) and tracked clicks, content views, or files downloaded. Customize lead scoring and grading model so that it fits exact business needs. With Pardot automation tool, A/B test email content, create email templates that match brand guidelines, preview emails across platforms and devices, test emails across top SPAM filters, and do advanced email reporting.
- Drove operational improvements which resulted in savings and improved profit margins.
- Salesforce E-commerce B2B - Create Storefront Design , Product Visualization, Content Management , Product Search and Filtering, Shopping carts and Single Click Checkout, order summaries, receipts/ invoices. Seamless approach to consumer experience through all available shopping channels (Mobile, Web, Point of Sale, catalog). Provides Embedded Live Chat features that enable customer services teams to interact with customers faster with knowledge base & topics to help further. Integrate to SAP via SOAP to fetch all Product , Product Categories , Order Processed , Fulfillment status and Invoice fetching.

Senior Software Engineer

CSS Corp Private Limited, Bengaluru, karnataka

- Researched, designed and implemented scalable applications for data extraction, analysis, retrieval and indexing.
- Rapidly prototyped new data processing capabilities to confirm integration feasibility into existing systems.
- Developed, tested, maintained REST and SOAP webservices for SAP PO and middleware bus service Ipaas. This is done by POSTMAN , SOAP BEAR and Rest Explorer workbench.

- Data Migration from one org to another org via Data Loader.
- Prepare and/or interpret Interface Design Documentation, Use Case document analysis, architectural documentations, Unit test case documentation
- Generating reports, maintaining dashboards, performing user account maintenance, and managing data feeds.
- Strong experience with source control tools **Git, Bit bucket, Source tree**, built salesforce code from the repository.
- Configure Chatter for Approve expense reports, create support cases, update orders, and more, all from the feed. Post to a group, download a file, or update a service case or sales opportunity using the Salesforce mobile app from any device.

2018-03 -
2018-09

Senior Software Engineer

Apttus Software Private Limited, Bengaluru,
Karnataka

- Experience with both **Sales and Service Cloud** that provides Salesforce Customer Support and Customer Management.
- Planned and developed interfaces using Apttus CPQ and CLM that simplified overall management and offered ease-of-use.
- Assets creation, Asset actions (renew, terminate, swap, change etc), Asset based pricing, Asset based rules and many more features to support complete assets management process.
- Quote Collaboration feature to support complex quote process for enterprise customers.
- Managed product life cycle inside Apttus CPQ. Worked in highly intuitive and responsive user interface to create/clone products, manage pricing, rules, attributes and bundles/options inside same page.
- Reviewed Apex, Aura and LWC code and worked with development teams to correct problems, run test scenarios and prepare for

deployment.

- Improved system performance by making proactive adjustments and resolving bugs.
- Worked on Contract Creation ,Contract Templates,Contract Editing, Contract Attachments, Contract Collaboration , Contract Approval Process , Contract Database. This has been done with help of Salesforce DB , X-Author word and X Author Excel.

2016-11 -
2018-02

Associate System Engineer

Tata Consultancy Services, Bengaluru, Karnataka

- Investigated new and emerging software applications within communication industry to design, select, implement and use administrative information systems effectively..
- Wrote highly maintainable, solid code for Enterprise Service Cloud system, forming core framework and earning consistent praise from subsequent developers since initial version.
- Interfaced with cross-functional team of business analysts, developers and technical support professionals to determine comprehensive list of requirement specifications for new applications.
- Introduced agile methodologies and effective development best practices to division to enhance product development.
- Created and implemented records management plan to save and store classified documents, improving efficiency 38%.
- Monitored and tested application performance to identify potential bottlenecks, develop solutions, and collaborate with developers on solution implementation.

• Education

2014-08 -
2016-06

Master of Technology: VLSI DESIGN Engineering

University of Calcutta - Kolkata

GPA : 8.31 / 10

2009-08 -
2013-06

Bachelor of Technology: Electrical, Electronics And Communications Engineering

West Bengal University of Technology - Kolkata
GPA: 9.08 /10

• **Accomplishments**

- Supervised team of 14 developers.
- **2018** - CSS Corp Pvt Ltd **The Eccentric Performer**
- **2019** - CSS Corp Pvt Ltd **The Star Employee**

• **Certifications**

2017-06	Salesforce Administrator
2017-07	Salesforce Platform Developer
2018-03	Salesforce Sales Cloud consultant
2018-08	Salesforce Service Cloud Consultant
2018-08	Apttus CPQ Consultant
2018-07	Apttus CLM Consultant
2018-06	Apttus Quote to Cash

• **Interests**

Reading Motivational Books

Play Cricket , Table Tennis and Football

Watching movies and cooking