# **Sandhya Omkar Sandyomk24@gmail.com**

**678-835-8389**

##### **Professional Summary:**

* Certified Salesforce Administrator, Platform Developer, Marketing Cloud Email Specialist
* Worked as Marketing Cloud Consultant/Email Speaclist/Admin at CloudQ

|  |
| --- |
| * Over 8 years of experience in information technology with experience in all the phases of SDLC (Analysis, Design, Development, Administration, Testing, Implementation and Support) in various software Applications using Salesforce (CRM) * Hands on experience in REST API, AMPscript, Email Studio, Mobile Studio, Social Studio, Audience Builder, Content Builder, Contact Builder, Journey Builder, Automation studio, Marketing Cloud Connect, and Data Extensions. |

* Hands on experience with complex business requirements for, page layout settings, Home page layouts, Record Types, Integration between Marketing Cloud and Sales Cloud, Configuring RMM (Reply Mail Management)
* Good understanding of Campaigns, Different types of Email Sends, Trigger Sends Automation, Data Extension, Contact Builder, Automation Studio, Content Builder, Landing Page, Smart Capture, Journey Builder
* Main areas of expertise are REST API, AMP script, Email Studio, Mobile Studio, Social Studio, Audience Builder, Content Builder, Contact Builder, Journey Builder, Automation studio, Marketing Cloud Connect, and Data Extensions, Triggered Send.
* Extensively worked with Salesforce Marketing Cloud in different business requirements with Salesforce Editions.
* Experience in Development, Administration, Configuration, Implementation and Support of Salesforce CRM based on Apex language and leveraging Force.com Platform.
* Configured various Salesforce modules including Workflows, Profiles, Permission Sets, Roles, Users, Sharing Rules, OWD, Process builder, Object Level Security, Field Level Security, and Record Level Security within the organization to connect with employees.
* Expertise in standard Sales force configuration that include workflow rules, page layouts, Record Types, Approval Processes, Assignment rules, Validation rules, bulk Triggers, etc.
* Involved in Custom Integration of Workflow & Approvals, Reports, Custom Objects and Tabs, Email Services, Security Controls, App Exchange Package, Sandbox data loading, & Custom Application.
* Worked in Agile/Scrum Environment and participated in daily scrum calls, Planning meetings and Backlog grooming activities.

##### **Certifications:**

* Salesforce Certified Administrator - ADM 201 (**Credential ID: 20636797**)
* Salesforce Certified Platform App Builder - (**Credential ID: 20878187)**
* Salesforce Marketing Cloud EmailSpecialist **(Credential ID: 21522334)**

##### 

##### **Technical Skills:**

|  |
| --- |
| **Salesforce Sales Cloud: Administrator**   * Reports, Dashboards, Validation Rules, Users, Roles and Profiles Deployments,(Change sets), Process Builder Workflow Rules, Approval Process, Sandbox Refreshments, Apex, Data Loader, Import Wizards, Packages, Custom Apps, Custom Labels, Portals, (Customer and partner), Sharing Settings, Lightning Experience, Process Builder |
| **Salesforce Force.com Development:**   * Triggers, Writing Apex Class, SOQL |
| **Salesforce Marketing Cloud:**   * Email Studio, Mobile Studio, Social Studio, Automation Builder, Journey Builder, Contact Builder, Web Studio, Content Builder, Analytics Builder |
|  |

##### **Educational Details:**

* Bachelor of Computer Science– Osmania University, Hyderabad, India
* Completed Diploma in NIIT

##### **Professional Experience:**

**CLEAResult, Atlanta, GA April 2019 – Till date**

**Salesforce Marketing Cloud Consultant**

**Responsibilities:**

* Coordinating with the business to understand the business and structure and resolve the issues.
* Coordinate with IT development teams to build user stories, business requirements, and monitor data quality for data feed processes
* Created many Data Extensions to accomadate custom scenarios
* Develop end-to-end solutions for complex nurture campaigns (with potential optimization testing) to deliver personalized customer communications (social & email).
* Developed REST API, AMPscript, Email Studio, Mobile Studio, Social Studio, Audience Builder, Content Builder, Contact Builder, Journey Builder, Automation studio, Marketing Cloud Connect, and Data Extensions.
* Created different Data extensions and associated them to different campaigns
* Integrating SFMC with APAC CRM,AWS, Managing synchronize dada extentions
* Managing data flow between CRM and SFMC, Data distribution using Shared Data Extension, Writing complex queries using Query activity to create Master Data Extensions for Affiliates Business Units, Suppression Lists.
* Creating sender profiles, dynamic sender profiles, delivery profiles, send classifications.
* Creating and managing custom unsubscribe links, custom subscriber keys.
* Making use of Query activity, Data Extract Activity, File Transfer Activity, File Import, File Export, Activity to update All Subscribers list

**Environment:** Agile, Salesforce.com platform, Lightning, Apex Language, Visual Force (Pages, Component &Controllers), JavaScript, Eclipse IDE Plug-in, ZOHO, Oracle, DB2, SQL/PLSQL, Java, Windows

**Access Life America – Atlanta, GA Jul 2017 – Mar 2019**

**Salesforce Marketing Cloud Admin/Developer**

**Responsibilities:**

* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns
* Created Visualforce Components to minimize the code and Re-use of components in different Visual force pages.
* Administrated SFDC communities, created Case Management Process including creating support process, record types.
* Created modern Enterprise Lightning Apps combining Lightning Design System, Lightning App Builder and Lightning Component features. Upgraded some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Assigned workflows for Lead conversion, transfers, merging duplicates, managing web-to-lead to track responses to online campaigns.
* Customized Salesforce CRM beyond native functionality with Visualforce and Apex code as per the requirements.
* Worked on the integration of Steel Brick to generate quotes, invoicing and discounting by sales reps along with CRM Data.
* Implemented Salesforce Lightning Components for small set of users within the organization.
* Implemented Field Level security for sensitive data holder fields.
* Implemented Salesforce automation using web-to-case forms, email-to-case, assignment rules, Automation and queues, auto response rules, escalation rules, chatter groups, person accounts, cases and solutions.
* Implementing the security and sharing rules.

**Environment:** Salesforce.com, Apex, Visualforce (Pages, Component & Controllers), Lightning (components and controllers), Pardot, Communities,REST/SOAP API Web Services, Pages, HTML, Java Script, Workflow & Approvals, Reports, Ajax, jQuery, Custom Objects, Custom Tabs, Data Migration, SOQL, SOSL.

**Caterpillar, IL July 2015 – Jun 2017**

**Salesforce Administrator**

**Description:** Caterpillar Inc. (sometimes shortened to CAT) is an American Fortune 100 corporation which designs, develops, engineers, manufactures, markets and sells machinery, engines, financial products and insurance to customers via a worldwide dealer network. It is the world's largest construction equipment manufacturer. This project involves migrating existing functionalities from Salesforce Classic interface to lightning interface which gives a more intuitive user experience. Created various Lightning components, Lightning pages and worked on Salesforce1 platform and SKUID

**Responsibilities:**

* Administrated and monitored the company’s Salesforce CRM application. Created the workflows for automated lead routing, lead escalation and email alert
* Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service.
* Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization with respect to salesforce.com implementation.
* Developed and Customizing salesforce.com application based on the user needs.
* Developed field & page layout customization for the standard objects like Account, contact, Leads.
* Maintained and gave permissions to communication templates based on Profiles.
* Performed Data Analysis and migrated data from SQL Server database to sales force.
* Involved in Accounts Merging, maintaining Public Groups.
* Created Reports and Dashboards as per the customer requirements.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Worked with senior team members to analyze of each product and its competitor, to integrate new product, and optimize existing products.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
* Created new custom objects, assigned fields, custom tabs, components, custom reports.
* Created custom Reports based on business need and associated them to Dashboard.
* Customizing Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.

**Environment:** Salesforce, Apex Data Loader, Mozilla Firefox, Internet Explorer, Microsoft Excel.

**Genpact, India May 2010 – Nov 2013**

**Salesforce Administrator/QA**

**Respronsibilities:**

* Performed the roles of Salesforce.com Administrator in the organization.
* Interacted with various business team members to gather and documented the requirements. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns,
* Coordinated with users to determine requirements and prepared design documents.
* Performed detailed analysis of technical and business requirements
* Reports and Opportunities.
* Closely worked with SalesForce.com consultants while implementing the solutions for the requirements.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, Implemented and deployed the Custom objects, Page layouts, Custom tabs, and Components, to suit to the needs of the application.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Developed various Custom objects, Tabs, Entity-Relationship data model, validation rules, Components.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files.

**Environment:** Saleforce.com platform, Visual Force Pages, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox data loading, Windows XP.