**Sindhu**

Certified Salesforce Administrator/Business Analyst

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Experienced **Certified Salesforce professional** with Around **9 years** of relevant experience on **Salesforce.com CRM**, **Force.com platform** as **Salesforce Administrator** and **Business Analyst** with hands-on experiencein **Application Support, Data Analysis, Administration, Configuration, Implementation, Database Managemen**t and enhancement of projects in SalesForce.com. Very strong communication, inter-personal skills and experience with working in both large and small team environments.

**Summary:**

* Possess extensive knowledge in all phases of **Software Development Life Cycle (SDLC**) and comprehensive understanding of **CRM Business processes** such as **Marketing, Sales, Partner Management and Customer Service and Custom AppExchange applications.**
* Expertise in **Salesforce.com setup, Administration, Configuration, Customization, Data Migration, Mapping and integration.**
* Experienced in **System Security settings** and **SFDC Administrative** tasks such as **creating Profiles, Roles, Users, Page Layouts, Email Services, Record Types, Assignment rules, Workflows, Reports, Dashboards and Approval Processes.**
* Worked closely with Business Users to enable business process using SFDC.
* Effective employment of **Apex Data Loader, Import Wizard** and Data Manipulation Language for **data migration** and management in bulk.
* Experienced in creating **Custom Objects, Custom fields and building relationships**.
* Experienced in creating **Campaigns, Manage Leads, Accounts, and Case management**
* Created various types of reports that give the visibility of the data to the business and help them analyze the forecast and trend in the data.
* Proficient in **Web technologies** like **HTML5,** and **CSS3.**
* Experience creating triggers for updating the cross object fields and simplify the business process.
* Exposure in creating and analyzing **Data flow diagrams,** and **Entity Relationship diagrams.**
* Strong knowledge of Project management skills such as time estimation, task identification, and scope management.
* Optimum use of documentation to avoid any form of miscommunication or misinterpretation during the entire software development process.
* Strong understanding of fundamental business processes, excellent problem solving and Communicational skills.
* Proficient in MS office tools and reporting skills with a capability to develop and maintain sales pipeline reporting and metrics.

**PROFESSIONAL CERTIFICATIONS:**

* **Salesforce Certified Administrator (ADM 201)**
* **Salesforce Certified Advanced Administrator (ADM301)**
* **Salesforce Certified App Builder**
* **Trailhead Ranger (double star)**

**Technical Skills:**

**Salesforce Technologies:**

Salesforce CRM, Case Management Automation, Workflow & Approval processes, Dashboards, Analytic Snapshots, Custom Objects, SOQL, SOSL.

**ETL/Integration Tools:**

Force.com Data Loader, Connect for Outlook, Force.com Explorer, Sales Cloud, Service Cloud, Force.com Platform (Sandbox and Production).

**Methodologies:**

Agile, Scrum

**Operating Systems:**

Windows 10, Mac OS

**Professional Experience:**

Client: **Salesforce October 2018 – December 2020**

Location: **San Francisco, CA**

Role: **Salesforce Administrator/Business Analyst**

**Responsibilities:**

* Gathered the requirements to create complex orgs for different teams under Sales cloud.
* Created Workflows, Process builder, custom fields, Triggers and page layouts.
* Used data loader to create huge data into complex orgs with respective to complex object relation ship models.
* Created Complex Orgs for Pardot, Pipeline Experience and CPQ- Billing teams.
* Familiar with Steel Brick CPQ for subscription, billing, invoicing and can take control of sales process from Quote to Cash generated Revenue Recognition status automatically with Steel Brick CPQ.
* Performed Steel brick CPQ related configuration for product setup, approval processes and process builders.
* Configured Products, Catalog, Catalog Hierarchies, Bundles, Bundles within bundle, Price list for products. Involved in end to end QA testing for validation of CPQ including products, Pricing, Quoting…etc
* Automated Lead Assignment, approval process.
* Expertise in creating Reports and dashboards.
* Created Custom Report types.
* Expertise in Setup Reporting snapshots.
* Created different trend metrics to track bugs and customer cases at different phases of release.
* Hands on experience with Field Service Lightning to use Gantt chart and dispatcher console to create service appointments.
* Worked on Work.com project (To get back to work safely during pandemic)
* Created Communities, CMS work spaces.
* Supported testing for Salesforce care project.
* Created Scratch Orgs.
* Supported Mobile testing for Field Service Lightning.
* Actively participated in test plan review meetings.
* Supported testing for Ofek features (Einstein features – Opportunity Scoring)
* Creating User stories for internal tools.
* Used GUS for Project Management.

**Environment:**Salesforce.com platform, Service Cloud, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, Steam environments (Internal), Sandbox, Production, Scratch Orgs

Client: **Pacific Gas & Electric May 2016 – Jun 2018**

Location: **San Ramon, CA**

Role: **Salesforce Administrator/Business Analyst**

**Responsibilities:**

* Gathered the requirements to translate the Business need of hosting the Energy Efficiency products and rebate processing into Salesforce App called Energy insight.
* Designed the requirements based on current built which involved integration with internal systems like CC&B (Customer Care &Billing), MDSS (legacy rebate processing system) and CDW.
* Automate Case Management, by adding Assignment rules, Auto Response rules and Escalation rules.
* Created Queues, and Case Teams and predefined Case teams.
* Worked on Web to Case, Email to Case Channel.
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com Objects and to read, extract, and load data from CSV files.
* Developed and configured various Custom Reports and dynamic Dashboards for different user profile based on the need in the organization.
* Managed Users, Profiles, Roles, Permission Sets and Mass Emails Users.
* Created various Profiles, Permission Sets, Public Groups and configured the sharing settings based on the organizational hierarchy requirements.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Worked on Salesforce.com application to setup Activities and customized the apps to match the functional needs of the organization.
* Created and managed technical and business process documents.
* Used JIRA for Project Management

**Environment:**Saleforce.com platform, Service Cloud, Workflow & Approvals, Custom Objects, Custom Tabs, Page Layouts, Email Services, Security Controls, HTML, Reports, Sandbox.

Company**:** **Tata Consultancy Services**

Client**: Western Union Jun 2011 –July 2015**

Location: **Hyderabad, India**

Role: **Systems Engineer**

***Responsibilities:***

* Creating validation rules, formula fields and Triggers for various lead management
* Worked on this project from scratch by collecting requirements, conducting business meetings with

the Operations department for developing the business logic into Salesforce. Involved in daily back

and forth communications.

* Created Lead Assignment rules for various regions and tested against each rule.
* Implemented various Schedule, Batch and Future based Apex classes to implement the custom functionality.
* Wrote SOQL and SOSL statements within custom controllers, extensions and triggers by following the

Governor limits in Salesforce.com. Effectively manage all aspects of the accounts and associated

activities by implementing Sales Force Automation and Activities Management in Salesforce.com.

* Created test cases for Web to Lead with Salesforce.com in the organization.
* For maintaining the correctness of the data, have also done various Data loading operations such as

uploading, Inserting, exporting using Data Loader and Import Wizard,in Salesforce.com

* Administered Salesforce.com by creating new users giving access to users which involved in various

tasks like, creating roles, Profiles, field level securities, Groups, Queues, sharing settings etc.

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**Education:**

Master of Technology from Jawaharlal Nehru Technological University, Kakinada, India

Bachelor of Technology from Bharath University, Chennai, India.