**EXPERIENCE SUMMARY**

Versatile, results-driven IT Professional with experience of 6+ Years **(3 Years in UAE & 6 months in Vietnam)** as Salesforce Consultant, Data Analysts (Business Analysts), Solution Architecture, Development, Support, and enhancements in the world’s #1 CRM platform. Smart working leader who coordinates and directs the efforts of Team members to successfully accomplish their goals by maximizing technical and communication skills to become a valuable support resource for all business users. Having expertise background on Sales, Service, Community and Marketing Cloud with involvement in Property Management/Real-Estate & Construction, Banking & Insurance, Financial Background, Digital Marketing & SEO Sector, Manufacturing Sector, Service providing sector, Retail & FMCG, Non-Profits, etc. From the technical aspects of Salesforce having good knowledge on Development of Apex, lightning, Visualforce, Triggers, REST/SOAP API’s, Integration from/to Salesforce.

**SALESFORCE CERTIFICATION:**

* Salesforce Administrator
* Salesforce Platform Developer 1
* Salesforce Sales Cloud

**EDUCATION QUALIFICATION**

* Bachelor of Engineering (Mechanical) from Vels University, India.

**SKILLS**

Salesforce Configurations | Salesforce Integration (Rest/SOAP) | Apex | Visualforce Work - Relay | Salesforce Triggers | Salesforce Lightning Development | Salesforce Sales Cloud | Salesforce Service Cloud | Salesforce Field Service Cloud | Salesforce Marketing Cloud | Salesforce Community Cloud | Salesforce CPQ

**EMPLOYMENT EXPERIENCE**

* **4I APPS Solutions private limited– (28 Sep 2016 to 24 May 2021)**
* **Wipro Limited – (16 June 2021 to 09 August 2021)**
* **Quadrobay Technologies Private limited – (11 August 2021 to Present)**

**PROJECT EXPERIENCE**

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| **Project 1** | **Bukhatir Group, UAE (Oct 2016 -Nov 2019)** |
| **Role** | Salesforce Developer |

**Responsibilities**

* Implemented Salesforce for 200 Users.
* Performed Sales Stage Automation for Leads and Opportunities across 8 Business Entities and 28 Product groups.
* Integrated with EBS R12 for Inventory and Order management.
* Implemented a Custom Case Management Solution for their Legal Team on Salesforce App Cloud.
* Implemented a Custom HRMS Solution Integrated to EBS HRMS for their group management to track and report on performance by Group Company.

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| **Project 2** | **Domain Bird, Australia (Jan 2017 – June 2018)** |
| **Role** | Sr. Salesforce Developer |

**Responsibilities**

* Implemented Salesforce Sales Cloud for SEO Marketing.
* Automated functions like multi-level email marketing, customer engagement journey, the process for lead qualification, and nurturing
* Integrated Sales Cloud to E-Way Payment Gateway for automating customer payments, Xero for automatic invoicing, and SMS Burst for automatic SMS notifications.
* Integrated Sales Cloud Leads UTM parameters from external websites and Lead website traffic from SEMrush.
* Implemented Email Studio, Social Studio, Journey Builder, Mobile Studio for Digital Marketing.

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| **Project 3** | **Maritime Stock Exchange Bank, Vietnam (July 2019- Jan 2020)**  |
| **Role** | Business Analyst/Data Analyst & Sr. Salesforce Developer |

**Responsibilities**

* Implemented Salesforce Sales Cloud and Marketing Cloud, integrated into their Core Banking Application and Loan Management System for 1000 users across 400 branches in Hanoi and Ho Chi Minh City.
* Managed a Product Hierarchy of 9 Product Groups with over 3 subcategories and 4-5 products under each sub-category.
* Managed a team of 4 Sr. Salesforce developers from India and 9 Salesforce consultants from Vietnam with a translator and managed the product on agile methodology.
* Documented and tested multiple integration touchpoints between Salesforce and their core banking system, loan operating system, payments system, and invoice system.

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| **Project 4** | **Omniyat Properties, UAE (Oct 2016 to May 2021)** |
| **Role** | Business Analyst & Sr. Salesforce Developer |

**Responsibilities**

* Implemented Salesforce Sales Cloud Integrated to Oracle Fusion Financials and Oracle PaaS Components.
* Integrated Salesforce Call Centre with Avaya CTI for telephony automation.
* Implemented Community Cloud for Brokers and Agents to register deals in the system directly.
* Implemented a custom property management solution that handles property inventory, quotation, and offer process inside Sales Cloud.
* Developed a custom Visualforce page that acted as a one-click quote generation tool for Sales Managers to generate and print quotes in quick time.
* Designed and Developed the Structure for QR Code Scanner for the Campaign through a simple Custom Visualforce page.
* Developed a Round Robin system of Lead assignment for leads coming in from Marketing Cloud.
* Setup Landing Pages, Email Campaigns, and supported regular marketing activities with an external vendor.
* Integrated with Social Media networks like Facebook, Instagram, and LinkedIn and embedded Visualforce landing pages to generate Leads.
* Set up a call centre screening system to qualify leads from Marketing.
* Developed Visualforce reports to perform predictive analysis of sales numbers.

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| **Project 5** | **Majid Al Futtaim Properties, UAE (Jan 2020 – May 2021)** |
| **Role** | Business Analyst & Sr. Salesforce Developer |

**Responsibilities**

* Outsourced as In-house Salesforce Business Analyst & Sr. Salesforce Developer. Gathered the business requirement from business users and designed the Structure in Salesforce by mapping the required business process from the old system to Salesforce.
* Implemented Salesforce Sales Cloud, Service Cloud, Marketing Cloud, and Community Cloud for 100+ Users.
* Designed a custom Case Process with 45 defined Case process designed with their separate business flow and follow-ups.
* Integrated Salesforce Call Centre with Avaya CTI for telephony automation.
* Implemented Community Cloud for Brokers and Agents to register deals in the system directly.
* Designed an effective Financial Account Receivables module in Salesforce including Invoices, Receipts, Receipt Application, Credit Notes, and Debit Notes with real-time integration from Salesforce to Oracle EBS.
* Designed the system in a way to handle single and multiple bookings by a single customer.
* Handle the Day-to-day support activities and resolved the month-end issues on period closure with AR Module in Finance.

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| **Project 6** | **British Petroleum, UK (June 2022 – August 2021)** |
| **Role** | Business Analyst  |

**Responsibilities**

* Outsourced as Business Analyst
* Implemented Salesforce Sales Cloud, Service Cloud.
* Gathered the requirement for Lead process and Account Management under various entities.
* Did Gap analysis for CTI Integration.
* Designed the flow diagram and Scope document for as is and to be process.

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| **Project 7** | **Nextiva, USA (Aug 2021 – Till Today)** |
| **Role** | Sr. Salesforce Developer |

**Responsibilities**

* Worked on transition of project from previous implementation partner to us, where I worked on testing the as is developed process and business process as demanded from the business.
* Developed the unique Lead duplication management by creating an custom fuzzy logic build in Apex.
* Developed the Case management and routing portal in service cloud.
* As a QA tested various scenarios from CPQ Amendment process.