

SHASHANK SRINIVAS MURTHY

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Professional Summary

As a 2x certified Salesforce Administrator with 2 years of professional experience, I have a proven track record of helping teams effectively utilize Salesforce to solve business problems. My expertise includes implementation, integration, Salesforce Flow, security access, workflow approvals, and data validation. In addition to my technical skills, I am a self-disciplined, optimistic, and energetic individual with strong organizational, leadership, and communication skills.

EDUCATION

MSc Business Analytics: • University of Kent: FC- Merit • (2021-2022)

Notable modules – Business data analytics with Python, Machine Learning and forecasting, Applied Marketing research, Advanced Spreadsheets, and Decision Support Systems.

BE Computer Science Engineering • Jain University Bangalore, FC- 6.7CGPA • (2015-2019)

Notable modules- Data Mining, Big data & analytics, Database systems, Business Intelligence & its application.

A-Levels, Alva's Education Foundation, 84.6% • (2013-2015)

WORK EXPERIENCE

Senior Executive: - Salesforce Admin: Shriram Properties (Mar 2019 – Sep 2021).

- Experience working with workflow, process builders, Flow, and triggers to automate tasks.
- Work closely with the Team lead and project manager to develop solutions by system design.
- Supporting day-to-day salesforce CRM assistance and troubleshooting user issues to drive end-user adoption.
- Configured and integrated third-party apps to meet business needs.
- Handling the entire sales process and marketing activities by assessing historical data and implementing the OTP procedure to channel leads.
- Conduct QA testing on modifications to Salesforce deployment and landing pages.
- Work with Data integrity and duplicate management to clean lead, contact, and account data.
- Functional reports and dashboards for management and the sales team daily.
- Created Training materials based on business requirements and trained over 500+ users on salesforce.

SKILLS

- Salesforce platforms: Sales cloud, Service cloud, Data loader.
- Python, XML, JSON, Power BI, Tableau, SQL, Google Analytics.
- Data analysis, Agile, Jira.
- Proficient with Microsoft Word, Excel, and PowerPoint.

CERTIFICATIONS

- Salesforce Certified Administrator (ADM 201)
- Salesforce Platform App Builder.
- Google Analytics for Beginners certification.
- SQL-MySQL for Data Analytics and Business Intelligence.
- Python for Data Science with Real Exercises - Udemy.
- Analyzing data in Tableau – Data camp.

PROJECT

- Peer-to-Peer Loan default Prediction using machine learning models – (2022)
- Context-Based Sentiment Analysis of Twitter using Hadoop Framework – (2019)

EXTRACURRICULAR ACTIVITIES

- As a team leader at Shriram Properties, I managed various sporting events and was responsible for things like guiding junior employees, training software, and inspiring people to work.
- I was a sports captain in high school and undergrad, winning a district volleyball championship and participating in multiple intercollegiate volleyball tournaments.
- As a course representative worked to secure more opportunities for students to implement practical learning.
- Discipline crew member for Infinity fest 2018 at Jain University.

ACHIEVEMENTS

- In Recognition of my performance, have received the Shriram Properties “Tech Champ Award” 2020-2021.
- Published research paper in the international journal “Context-Based Sentiment Analysis of Twitter using Hadoop Framework”-IJCSMC.
- Executed sustainability charity event “Rally for Rivers” campaign by ISHA Foundation and achieved 2000 plantations on the campus and raised ₹2500.

LINKED IN

<https://www.linkedin.com/in/shashank-s-gowda-486093113/>