Aarti Sharma

Salesforce Developer/Admin

aarti01sharma@gmail.com
+91-8380977903

Professional Attributes

- **Technically Sophisticated Professional** with total **4.5 years** of experience Salesforce Sales, Service and Marketing platform as Developer/Admin.
- Expertise in using SFDC development using Apex, Triggers, Visual Force, SOQL and SOSL, Agile Methodology, Requirement Analysis, Tableau Reporting, Einstein Analytics
- Proficiency in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts, Email Services, Approvals, Workflows, Flows, Validation rules, Reports, Dashboards, Tasks and actions, Apex, Visualforce.
- Auro Lightning.
- Exposure in Lightning Component.
- Created page layouts, search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
- Experience in data migration with data loader and work bench.
- Proficient on Tableau reporting, Tableau Integration with Salesforce, Ms SQL.
- Proficient on Power BI repprting tool.
- Worked on Datorama and connected with different data streams and visualizations.
- Knowledge on Salesforce Marketing Cloud.
- **Salesforce Admin Certified.**
- German Certified.

Skills

Apex Language

Aura Lightning

Flows

Visual Force

Tableau

Einstein Analytics

Power BI

Apex Triggers

Datorama

Google Analytics

HTML

CSS

Lightning Component

Experience

ASSIDUUS INC, BANGLORE   May 2020 – Present

SALESFORCE CONSULTANT

Roles & Responsibilities-

- Working on Healthcare System of USA, migrated their data from other CRM to

Salesforce.
- Building up Profiles, Permission sets, Flows, Manager Groups, Process Builder, Package Installations, Apex Classes, Test Classes, Apex class, Visualforce
- Created workflows and Flows for Email Alerts, Field updates, triggers.
- Creating Reporting using Sales Standard Reports, Tableau Reporting, Einstein Analytics, Datorama.
- Integrating Tableau and Power BI reporting in Salesforce.
- Integrated LinkedIn in Salesforce Accounts and Contacts object as Related lists.

RANOSYS TECHNOLOGIES, PUNE   March 2019 – Jan 2020

SYSTEM ANALYST

Project: Global Consumer Relation

Client: P&G

Description-

P&G is one of the largest and amongst the fastest growing consumer goods company in all over World. Its presence pans across the beauty & Grooming segment, the household care segments well as the Health and Wellbeing segment, with trusted brands.

Responsibilities -

- Created new User Accounts and assigned Profiles as per their role in role hierarchy.
- Defined Org wide default to restrict access from users.
- Customized Page layouts for Standard/Custom objects and assigned Record Types. Related Data Validation rules and Formulas as per business requirement.
- Worked with various salesforce.com Standard objects like Accounts, Contacts, Leads, Cases, Campaigns, Reports, and Dashboards.
- Created Workflow Rules to automate Tasks, Email Alerts, Field Updates, time-dependent actions.
- Responsible for all the activities related to configuring Apex Data Loader, uploading data in CSV files into salesforce.com, checking for the correctness of the data.

Project: Event Management Application

Client: Steven Duggan Events

Description-

It is a UK based event management and ticketing website. The service allows users to browse, create, and promote local events. In this application we integrated the data of various events and their attendees from an Event Website to the Salesforce CRM. We used APIs to integrate data and store them in the Wrapper Classes, created custom settings, created custom objects and related profiles and permissions, Visual Force page and Controller to access data.

Responsibilities -

- Involved in various activities of the project, like development meeting, requirement gathering, and analysing requirements, documenting the functional

and non-functional requirements.
- Worked with the user group for requirement gathering throughout the planning and implementation and designed the data model to transform the existing business process to salesforce.Designed, developed and deployed the Custom Apps, Custom objects, Custom Fields, Custom buttons, Page layouts, Custom tabs, Components, Visual Force Pages, Apex classes to suit to the needs of the application.
- Attended daily meetings, weekly scrum meetings and sprint review meetings. Developed Apex Classes, Apex Triggers, Visual force Pages Workflows and dApproval Processes for various functional needs in the application.
- Created various Visual force/html email templates for Email Alerts using triggers and approval process for the clients and customers.
- Created Profiles, Roles and Permission Sets for all the users in the organization.

QLIKTAG SOFTWARE, PUNE   May 2016 – Mar 2019

SYSTEM ANALYST

Project: Sales Journey Plan.

Client - AGAPPE

Description- Agappe is a vitro diagnostics company working with over 300 distributors, and have a significant OEM business in domestic and international markets.

Responsibilities -

- Creating fields, page layouts, custom links, related lists, created reports and dashboards.
- Administrative activities like user management, roles, profiles, security settings and unit testing.

Marketing Manager

Project: Sales Journey Plan.

Client - AGAPPE

Responsibilities -

- Handling overall digital marketing activities.
- Tracking leads and saving them to Zoho CRM.
- Worked on Hubspot Marketing Automation tool.
- SEO, SMO, PPC, Event Marketing.
- Content Creation and Syndication.
- Responsible for overall communication with CSO and CEO.

ALLIED ANALYTICS – SEO MANAGER (OCT 2015 –APRIL 2016)

WEBAMOS - SEO MANAGER (MAY 2015 –SEP 2015)

UTKAL WEB SOLUTIONS – SEO LEAD (JULY 2010 – APRIL 2012)

GIRNAR SOFT LTD. – QA TRAINEE (JAN 2010 – JULY 2010)

Education

BANASTHALI UNIVERSITY, JAIPUR   Jun 2004-2010

Bachelor of Computer Applications

- I received my BCA degree from Banasthali University in 2007.

Masters of Computer Applications (M.C.A)

- I received my MCA degree from Banasthali University in 2010.

German Certified.