

SINDHU AYTILA

SALESFORCE CONSULTANT

Salesforce 3x Certified Consultant with 4+ years of rich experience in Automations, Development, and Deployments.

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CAREER SUMMARY

Having 9 + years of Professional Experience in IT Industry.

- 4 years of experience in Salesforce CRM and Analytics
- 2 years of experience as Data Analyst with Tableau desktop and Statistical Business Analysis using R and SAS
- 2 years of experience in mobile application development and testing
- 1 year experience in IBM server operations and management.

EXPERIENCE

2018 – Till Date

Salesforce Consultant and BA, Lexicon Infotech

2015- 2017

Data Analyst, Lexicon Infotech

2013 - 2015

Test Engineer, Lexicon Infotech

2012 - 2013

Operations Specialist, IBM

End to End Solutions implementation– Present in all phases from Requirement gathering, Solution design, SOW, project execution, development, UAT, Deployment and Post-delivery operations.

SALESFORCE CLOUDS

- Sales Cloud
- Service Cloud
- CPQ Sales Cloud
- Education – HEDA
- Einstein Analytics
- Marketing (Mailchimp Integration)

CLIENT LOCATIONS

- India
- USA
- Canada
- Hawaii

DOMAIN KNOWLEDGE

- Healthcare
- Cyber Security & Networking
- Education
- Hospitality
- Financial Sector
- Retail (Shoe Company)
- Manufacturing
- Home-loan

SKILL SUMMARY

Salesforce & Force.com	Salesforce CRM, Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Workflow & Approvals, Flows, Reports & Dashboards, Custom Objects, Service Cloud Implementation Concepts, CPQ, Connected Apps, Change Sets, REST API Integration.
Salesforce Tools	Data Loader, Eclipse IDE
Programming Languages	R Programming, SAS, MS Excel VBA, C
Visualization Tool	Tableau Desktop 9.3, R-Studio
Supporting Tools	MS-Excel: Statistical analysis, Advance Excel, Interactive Dashboards, Power Queries

CERTIFICATIONS AND TRAININGS

- Salesforce Certified Platform Developer I
- Salesforce Certified Platform App Builder
- Salesforce Certified Administrator (SCA)
- SAS Certified Statistical Business Analyst Using SAS 9: Regression and Modelling -2017
- SAS BA Public URL: https://www.youracclaim.com/badges/c8fa597c-858a-411b-b002-f1838aae0b09/public_url
- Completed a VBA Certification Training Program from Microsoft MVP -2016
- Certification of Completion from PTC University for Cero 2.0 Design Engineers-2013

SALESFORCE PROJECTS SUMMARY

- Strong experience in **development** and **deployment** of application using Force.com, Apex.
- Implemented **Sales Cloud, Service Cloud, Sales CPQ Cloud.**
- Good knowledge in **Opportunity Management, Product & Bundle Management, Quote to Cash, Contracts** in sales and CPQ cloud
- Implemented Service Cloud **Email-to-Case, Web-to-Case, Knowledge Articles, Service Console, Escalation Rules, Assignment Rules., Skill Based Routing, Omnichannel Setup**
- Proficient in SFDC Administrative tasks like creating **Profiles, Roles, Users, Page Layouts, Record Types, Reports, and Dashboards.**
- Extensive experience in designing Custom Formula Fields, Field Dependencies, **Validation Rules, Work Flows,** and **Approval Processes for automated alerts,** field updates, and Email generation according to application requirements
- Exclusively worked on data migration using **Import wizard, Data Loader.**
- Developed various SFDC Customized Reports, Dashboards and Processes to continuously monitor data quality and integrity.
- Hands on experience with **Apex Language, Apex Trigger, Apex Class, Apex Test Methods** and good understanding of Visualforce Pages, Visual force Components & Controllers.
- Deployment of the components between different environments using **change sets.**
- Implemented and delivered projects under Agile Development Environment and Test-Driven Environments with large and small Team Projects.
- Responsible for writing **Test classes and Code Coverage.**
- Involved in **Business Requirement Gathering, creating, and reviewing Functional Requirements, worked on SOW and Project Plans.**
- Involved in the integration of **REST API** with Service cloud.
- Did MailChimp marketing tool integration.
- Created many PoC's for prospect clients.

Easiloan – Sales Cloud – (India)

- Implemented Lead & Opportunity Management for multiple users of a Home-Loan Service Provider company
- Facebook Integration to Capture Leads
- Integration to Capture Data from Easiloan Database using REST API
- Set up profiles for sales, onboarding team, and management

High Tech Hui- CPQ Sales Cloud & Service Cloud– (Hawaii)

- Implemented CPQ Sales cloud which facilitates process automation, right from invoice creation to the final process.
- Created Product Bundles, Multiple Quote Templates, Contracts, Email Templates
- Done Integration to Capture Tickets from FireEye Monitoring Console to Salesforces Cases

AIG HVLC– Sales cloud- (USA)

<ul style="list-style-type: none"> • AIG Business Solution Pvt Ltd is a strategic management partner to surgical hospitals in the USA. Through end-to-end healthcare management services, they reduce cost and increase revenue • Information management tool that visually tracks, analyses and displays key data points to monitor the business prospects, assess whether its operation is on track to achieve the business goals.
Campaign Management System – Einstein Analytics (India) <ul style="list-style-type: none"> • A non-profit organization wants to implement a system to enable mass communication, member mobilization, running opinion poll, performance reviews and program management. This system would help identify potential leaders from existing members by analyzing the outcomes. • Salesforce to manage key features - Structured Program management, Survey management using SMS/IVRS/social media and Data migration and cleansing • Einstein Analytics - To track performance of the activities done
COD Education Cloud HEDA– (India) <ul style="list-style-type: none"> • A Centre of Excellence in Executive Development programs, it enables organizations deliver superior performance through Research, Consulting and Management • Implemented Salesforce solution with Lead to Closure pipeline , Automated Workflows, Tracking of Payments and schedules, Tracking of Credits and Attendance • Campaigns, Mass Email communication, Outlook integration and notifications
CRM Administrative & Technical support – NEC & BSCP – (Canada) Mister Safety Shoes – (Canada) <ul style="list-style-type: none"> • Next Edge Capital & Black Sail Capital Partners are Canada based Fund Managing and Investment Solution Providers in a variety of product structures • Creating Custom Email templates for different Customer Types. • Integrate Email Marketing Tool with existing Systems and Customize Email Automation using Segmentation and Tags. • Schedule and Email Marketing Reports to users at different Hierarchy
Lotus Antennas Manufacturing- Sales cloud- (India) <ul style="list-style-type: none"> • Developed an opportunity Management and Project Management for a firm who design, develop and supply Antennas to meet the technical stands of their clients. • Customized a Project Management tool to track each opportunity at every • There Sales team can be free from rework and Management at every level can track the Progress and Stage of each Lead & Opportunity

ACHIEVEMENTS & OTHER SKILLS

- **Care Hospital Data Analytics -2021**
Supported Dr. Y.Muralidhar Reddy, Neurologist from Care Hospital in his PhD thesis Case study by doing Analytics & Visualization of patients data.
<https://leprosyreview.org/article/92/3/20-21029>
- Received an Appreciation from Lexicon-Infotech Management for preparing a Re-usable asset called ASCVD Health Risk Calculator by finding its algorithm and reverse engineering using MS Excel- 2015. These formulas in turn was used to create webservice.
- Received an Appreciation from Lexicon-Infotech Ltd for process management by preparing a Cheat-Sheet as reference for Testing HealthKOS product- 2015
- Telangana State of Environment Report for Environment Protection Training and Research Institute [EPTRI] was presented to Director General of EPTRI and got appreciation.

I hereby assure you that all the information provided above are true to my knowledge and belief.
Sindhu Aytha.