

ARITRA RAY CHAUDHURI

Salesforce Consultant

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Cx Specialist with 3 years of working experience in the Information Technology and services industry. Skilled in Salesforce Lightning, Salesforce Admin, Development, Sales Cloud, Database Management System, Customer Relationship Management (CRM), Data Migration, OEDQ and Siebel.



Skills

- Salesforce: Administrator, Sales Cloud, Developer
- Language: Apex, Visualforce, PL/SQL, SQL, HTML, C++, C
- Tools & Utilities: Workbench, Data Loader, Developer Console, SQL Developer, Putty, WinSCP, OEDQ



Certifications

- Salesforce Certified Administrator
- Salesforce Certified Platform Developer 1
- Salesforce Certified Sales Cloud Consultant



Accomplishments

- Received an Award of **Best Associate IT Consultant** for the year 2017.



Work History

- **CX-Specialist**
Innovacx Tech Labs Pvt. Ltd, Hyderabad, Telangana

Project: SHUTTER HEALTH

Description:

Shutter Health is a not-for-profit health system in Northern California, headquartered in Sacramento. It includes doctors, hospitals and other health care services in more than 100 Northern California cities and towns.

2019-01 - Current

Responsibilities:

- Gathered requirements and prepared requirement documents to meet the business rules in Lightning Environment.
- Designed and modified Approval processes and created Approval steps which used email alerts and field updates.
- Used Data Loader for insert, update, and bulk import or export of data from objects.
- Created Validation Rules, workflow rules, time triggered tasks, email alerts, filed updates to implement business logic.
- Worked with organization wide defaults, role hierarchies, sharing rules and Manual sharing to implement record-based sharing.
- Developed Apex Triggers and webservice.
- Used Tabular, Summary and matrix reports to create standard reports and custom reports.
- Good understanding of Lightning flow.

Associate IT Consultant

ITC Infotech Pvt. Ltd, Bangalore, Karnataka

Project: Bharti –AXA General Insurance

Description:

Bharti AXA General Insurance Company Ltd. is a joint venture between Bharti Enterprises and AXA business Group that operates in India. The company offers general insurance products to retail and commercial clients.

Responsibilities:

- Implemented enhancements on standard objects like Campaigns, Leads, Accounts, Contacts, Opportunities, Dashboards and Reports.
- Created Custom Objects, Fields and Page layouts.
- Wrote Custom Formula fields and Validation rules.
- Developed apex triggers and classes to implement custom Email to Case functionality as per user requirement.
- Created workflows for automated case routing, case escalation, email alerts and managing security settings at both profile and record level.
- Responsible for customization of Reports and Dashboards as per user requirement.
- Designed various HTML Email templates for Auto-Response to customers.

Project : Klarna

Description:

Klarna Bank AB, commonly referred to as Klarna, is a Swedish bank that provides online financial services such as payment solutions for online storefronts, direct payments, post purchase payments and more.

Responsibilities:

- Execute data loads, set up and manage security, user permissions, password resets, break/fix instructions and data access.
- Responsible for administrative requests: User, profiles creation.
- Created users, permission sets and record level permissions to manage sharing access among different users.
- Worked with profiles and administrative permissions to grant/deny users access to platform features.

- Created email templates and handled deployment in production org.
- Designed Approval Process for various regions.
- Modification of Lead assignment rules, workflows.

Project : Holland and Barrett(NBTY)

Description:

Holland & Barrett is a chain of health food shops with over 1,300 stores in 16 countries, including a substantial presence in the United Kingdom, Republic of Ireland, Netherlands, Belgium, China, Hong Kong, India and UAE.

Responsibilities:

- Data Import from legacy System to Siebel Loyalty(Contact, Address, Address links, Member, Cards)
- Data Export From Siebel loyalty to legacy System (Member Details, Points Details, and Coupon Details.
- Using SQL plus database application tool wrote complex SQL queries against other Legacy Systems to retrieve data and validate it for Siebel Import process.
- Deletion of Contact, Address, Address link and Card from Production.
- Designing process in **OEDQ** (Oracle Enterprise Data Quality)
- OEDQ Data profiling.



Education

2012-04 - 2016-07



Bachelor of Technology: Electronics And Communications Engineering

St. Thomas' College of Engineering & Technology - Kolkata
Secured 76%

2010-04 - 2012-03



HSC(XII)

Patha Bhavan - Kolkata
Secured 71%

1997-03 - 2010-03



SSC(X)

South Point High School - Kolkata
Secured 79.35%