# Mahesh Malewar

Lead – Salesforce Administrator

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Objective:

A SFDC-CRM Lead who has part of transforming businesses through the intelligent use of Salesforce technology. Understands business, technology and processes. Passionate about transforming any IT infrastructure that we use so that it becomes more efficient, scalable, and cost effective.

Career Summary: -

**Lead – Salesforce Administrator** at Magnasoft (3rd Aug 2020 till date), Bangalore, India.

**CRM Lead** at Concentrix Technologies, Bangalore (30th Sept 2016 till 30th July 2020), Bangalore, India.

**Business Analyst** at TATA SKY, Bangalore Corporate Office (21st Dec 2015 till 15th July 2016) Bangalore, India.

**SFDC Lead** at Hewlett Packard Enterprise (29th April 2010 till 18th Dec 2015) Bangalore, India.

**CSE** at Reliance RBPO Ltd (5th Jan 2009 till 23rd March 2010), Navi Mumbai, India.

**CSE** at Adventity BPO Ltd ( 28th Sep 2007 till 31st Dec 2008), Thane, Mumbai, India.

**Certifications**:

QUOTE – TO – CASH Certified by **APTTUS**



**Salesforce** Admin (201) Certified by Sales Force.



"Salesforce Certification Number # 9021911 " August 2016.

* **Marketo** Foundation by **Udemy**.
* **HubSpot** Certified
* HubSpot Certified – Inbound Sales.
* HubSpot Certified – Growth Driven Design.
* HubSpot Certified – Content Marketing.
* HubSpot Certified – E-mail Marketing.
* HubSpot Certified – Inbound.
* HubSpot Certified – Contextual Marketing.
* HubSpot Certified – Frictionless Sales.
* HubSpot Certified – Sales Software.
* HubSpot Certified – Social Media.
* **Drift** Certified – Conversational Marketing, Conversational Sales, Playbook
* **Google** Certified – Analytics Individual Qualification & Campaign Manager

Sales Cloud: -

Worked upon Sales Cloud well versed in Case, Chatter, Opportunities, Leads, Account, Contacts, App Launcher & Campaigns.

Service Cloud :-

Worked upon Service Cloud well versed in Call Center application.

Marketing Cloud :-

Worked upon Marketing Cloud well versed in Opportunities, Leads, Campaigns. Email Automation, Marketing Automation. Inbound , Outbound Marketing Email Automations.

EXPERIENCE:-

Recent Change: -

**Lead – Salesforce Administrator** at Magnasoft (3rd Aug 2020 till date), Bangalore, India.

Playing a dual role of Business Analyst & Lead Salesforce Administrator.

**CRM Lead** at Concentrix Technologies, Bangalore. (Effective 30th Sept 2016 till 30th July 2020)

Client: VMWare PROJECT TITLE: VMSTAR

**Environment:** Saleforce.com platform, Marketo, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandbox, SFDC Admin.

Project Details:

VMware is a Product based company in United States of America. The main aim of this project is to serve VMware Customers and Partner Users with their Requests. To provide user friendly UI and Support to the Customers and Partner Central Users.

Responsibilities:-

* Creating User Accounts and Partner Central Users.
* Support to partner users for the certification related issues.
* Knowledge in Change Point Application
* Creating report types and generating report based on the report type
* Creating of Different CRM Service Requests and Territory Assignments.
* Scheduling of the reports and dashboards.
* Requests Based on CRM and Reports of Currency Exchange.
* Working on Registrations of the VMware Accounts.
* Working on cases and change Request form the Users.
* Bulk Data Upload using Data Loader.
* Creating Child Cases for change point users.
* Approval Process and Geo Territory Assignments.
* Profile Management based on Hierarchy.

7+ years of IT experience as Salesforce Administrator and Support Specialist. Having good knowledge of the Technical and Functional aspects of Salesforce.com.

Creation of Roles, Role hierarchy, sharing rules to restrict record access and profiles to restrict functional user level permissions.

Creating Permission sets and Managing the Profile.

Have Working knowledge on declarative features like Workflow Rules and Validation Rules on objects.

Have working knowledge on Salesforce.com Apex Data Loader and Import Wizard for Migration of data

Worked on the designing of custom objects, custom fields, custom Tabs, custom reports, report folders, report extractions to various formats, design of Visual Force Pages.

Experience in generating Reports and Dashboards as per business requirement.

Experience in supporting Global users working in Salesforce Application.

Having the experience with the salesforce.com application Configuration, User Application Support, Case Management and Data Loader Activities.

* TATA SKY, Bangalore Corporate Office: 21-Dec-2015 till 15-Jul-2016.

Tata Sky Pvt. Ltd.

Role: Sr. Executive Project Type: - Support

Role and Responsibilities: -

* As per the business requirement we have to apply the new process and do the complete testing.
* Designed and implemented various advanced fields like Picklist, Custom Formula Fields, Field Dependencies and Validation Rules in salesforce.
* Work Experience with Apex Data Loader for Data migration activities and workflow rules and approval process.
* Responsible for creating Lookup and Master-Detail relationships.
* Responsible for creating Reports and Dashboards for Business Analysis.
* Responsible for creating User, Roles and Profiles
* Communicating with team lead regarding status and impact of issues and conducting the team meetings.
* Got good knowledge with Media Business.

Hewlett Packard Enterprise (29th April 2010 till 18th Dec 2015) Bangalore, India.

* [Sales Compensation Analyst](https://www.linkedin.com/title/pricing-analyst?trk=mprofile_title) At Hewlett Packard Enterprise:

April 2010- April 2013 – (3 years) Bengaluru Area, India.

* Salesforce Administrator at Hewlett Packard Enterprise:

May 2013- Dec 2015 – (2 years 8 months) Bengaluru Area, India.

Roles and Responsibilities:-

- Assist in the development and implementation of the new Salesforce.com CRM tool within the company.   
- Perform basic administrative tasks such as set up new users, update accounts and opportunities.   
- Managing multiple user setup, profiles and roles.  
- Customization of objects, fields, record types, page layouts and validations.  
- Manage workflow rules, data validation.  
- Responsible for optimization and maintenance of Salesforce.com for various cross functional groups (Sales, Marketing, Service, Support)  
- Ownership, execution and strategy of both system design and customizations including new rules/workflows, roles, profiles, data model etc.  
- Act as subject matter expert to enable Salesforce.Com’s success as our unified system of record.  
- Build customized solutions in Salesforce.com and associated systems that support business requirements and processes.  
- Provide support to internal and external customers on any Salesforce related issues including configuration changes, troubleshooting & application support.

* CSE at Reliance RBPO Ltd

Jan 2009 – Mar 2010

* CSE at Adventity BPO Ltd

Sep 2007 – Dec 2008

EDUCATION

2010-2012: MBA-HR ( Bharathiar University, Coimbatore Tamilnadu ) achieved with 56.25%.

2006-2007: Post Graduate Diploma in Cyber Law achieved 64.64%.