

Avik Roy

I am in IT industry for past 13.8 years. Extensive experience in managing salesforce development and support based project. Experienced in salesforce sales cloud and marketing cloud.

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- Strong experience in salesforce admin activities like managing objects (standard and custom) , relationships , roles , profiles , permission set , OWD , data loading etc.
- Strong exposure to CICD deployment using Jenkins , bitbucket & RLM
- Knowledge on Salesforce DX and CLI
- Exposure on salesforce lightning and LWC framework
- Experience in building connected app and REST API integration.
- SFMC experience of about 5+ years.
- SFMC content building using HTML and CSS and customization using Ampscript
- SFMC Email Studio , Journey Building , Contact Builder , Interaction Studio & Mobile Studio
- SFMC Cloud page development using HTML & SSJS (wsproxy for SOAP access)
- SFMC programming languages (AMPSCRIPT,SSJS,GTL) experience of about 4+ years.
- SFMC API both SOAP and REST (installed package)
- Handle numerous projects/priorities using proven project management methodologies and sound development practices to ensure the quality delivery of enterprise solutions
- Have rich experience in managing projects as an onsite co-ordinator and direct client interaction (North America, Mexico, Hong Kong).
- Agile project management using JIRA and Confluence
- Manage CRM team responsible for business analysis, development and system administration
- Define, implement, and maintain development, configuration, and deployment standards and processes
- Provide technical leadership and expertise in the CRM space across the organization
- Have strong interpersonal skills , good work ethic & ability to work well in team or as an individual.
- Quick to grasp and upgrade to new technologies / domain knowledge in challenging environment.
- Capability to lead / manage an energetic team to achieve common goals.

Willing to relocate: Anywhere

Personal Details

Date of Birth: 1987-09-18

Eligible to work in: India

Highest Career Level: 5+ years experience

Industry: IT Operations & Helpdesk, Management, Software Development, Technology

Total years of experience: 13

Work Experience

Salesforce Consultant and Technical Project Manager

Tata Consultancy Services (TCS) - Kolkata, West Bengal

April 2017 to Present

Managing salesforce migration projects and actively participate in designing and solutioning. Writing, communicating, facilitating, and presenting cogently to and/or for all levels of industry audiences, clients, and internal staff and management. Managing scrum events and development sprints to keep track of progress and timely release of the increments. Monitoring the projects using JIRA scrum board and burn down chart. Working with the SME , Architects & Lead developers for designing the architecture in multi tenant environment. Getting involved in SF Admin , SF dev and SFMC consultant level activities.

I have below responsibilities in my organization

- Understand customer requirements and business objectives
- Extensive development in SSJS , Ampscript , Cloudpages ,SFMC Tools like (Automation Studio , Journey Builder etc.).
- Familiarity with HTML / CSS.
- SFMC to Salesforce integration with MC connect.
- Sales cloud admin responsibilities and deployment management of salesforce packages.
- Provide strategic advice on using technology (Salesforce Marketing Cloud / Salesforce) to achieve goals
- Manage IT initiatives and collaborate with technical staff / developers
- Support new technology implementation and transition from legacy systems
- Train new and existing IT associates
- Provide assistance with technical issues
- Manage projects / sprints using agile methodology

Senior Information Technology Analyst

Tata Consultancy Services (TCS) - Kolkata, West Bengal

May 2012 to March 2017

SF Admin activities - Creation of custom objects and building relationships. Manage packages and change sets. Data mapping between legacy objects (mainframe) and SF objects. SF User creation , role , profile , permission set management. Developing triggers , batch apex etc. Salesforce system integration using connected app. Also worked as an onsite coordinator.

Systems Engineer

Tata Consultancy Services (TCS) - Kolkata, West Bengal

October 2008 to May 2012

Mainframe and AS400 development activities. Coding using RPG ILE and COBOL. Data analysis , System Integration Testing & User Acceptance Testing support.

DB2 Admin and IMS DB/DC development activities

Education

Master's degree in Computer Applications

Shanmugha Arts (SASTRA UNIVERSITY) - Thanjavur, Tamil Nadu

April 2009 to May 2012

Bachelor's degree in Computer Applications

Maulana Abul Kalam Azad University of Technology - Kolkata, West Bengal

April 2005 to May 2008

Skills / IT Skills

- Agile
- Project management
- Salesforce Marketing Cloud
- Salesforce Administrator
- Leadership

Languages

- English - Expert
- Hindi - Expert
- Bengali - Native

Certifications and Licenses

Professional Scrum Master I

Present

Salesforce Certified Marketing Cloud Administrator

Present

Salesforce Certified Marketing Cloud Email Specialist

Salesforce Certified Platform Developer I

Present

Salesforce Certified Administrator (SCA)

Present