**RAVINA BARUD**

**Email:** [barud.ravina@gmail.com](mailto:barud.ravina@gmail.com)

**Mob:** +91-8871214578 **A screenshot of a cell phone

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**Summary:**

**Salesforce Technical Consultant** with around 4+ years of professional experience in the IT Industry.

* 4.2 years of Salesforce experience.
* Expertise on Configuration, Customization, Third party apps.
* Accountable for gathering and analyzing the requirements of a project.
* Strong hands on Salesforce **Security setup using Profiles, Permission Sets, OWD, Role Hierarchy, Sharing Rules, Process Builder, Workflow, Assignment Rules, Validation rules, Assignment Rules, Data Migration**.
* Hands on experience **Marketing Cloud** Salesforce.
* Used **Data Loader** for insert, update, and bulk import or export of data from Salesforce.com Objects. Used it to read, extract, and load data from comma separated values (CSV) files.
* Involved in creating and customizing Email template and configuring them to the email alert within the workflow rule for a standard/custom object.
* Hands on experience on Conga Template which include **Conga Composer**, Conga Query, Conga E-Sign and **DocuSign**.
* Hands on experience of Live Agent implementation for various business requirements.
* Hands on experience of Einstein chat bot in salesforce.
* Developing reports, dashboards, and processes to continuously monitor data quality and integrity.
* Proficient in deployment using change sets.
* Possess good analytical, problem-solving skills, ability to meet deadlines, and work on multiple projects.
* Capable of quickly learning and delivering solutions as an individual and as part of a team.
* Comfortable working in a group environment as well as an individual developer.
* Code optimization with respect to governor limits of Salesforce, Unit tests code coverage & deployments
* A good communicator with ability to work in a team and work according to deadlines.

**PROFESSIONAL EXPERIENCE:**

* Currently working with **Blue Flame Labs Pvt Ltd, Pune, India** Aug 2018 to Till Date.
* Worked with **ETG Global Services PVT Ltd, Hyderabad, India** as Salesforce Developer fromApril 2018 to Aug 2018.
* Worked with **Cognizant Technology Solutions, Pune, India** as a Senior process executive from Feb 2016 to April 2018.

**Certifications**

* Salesforce Certified Administration.
* Salesforce Certified Conga Composer.

**TECHNICAL EXPERTISE:**

|  |  |
| --- | --- |
| Sales Force Technologies: | Sales Force CRM, Salesforce.com,Conga Composer, Communities, Salesforce CPQ, Live Agent, Docusign, ChatBot,Omnichannels , Avachato ,Marketing cloud |
| Sales Force Tools: | Force.com IDE, Workbench, Excel ,Data Loader, Force.com |
| Programming Languages: | APEX least knowledge. |
| Web Technologies: | Visual Force. |
| Management Tool: | Apex Data loader. Dataloader.IO. |

**EDUCATIONAL QUALIFICATION:**

* BE in Information Technology and Engineering from IIST Indore(M.P).

**PROFESSIONAL PROJECTS:**

**Project#1 : Undisclosed**

**Role : Senior Technical Consultant**

**Company : Blue Flame Labs Pvt Ltd, Pune, India**

**Description:**

* Worked on **Conga Composer** where the client wanted to build templates based on the business requirements.

**Responsibilities:**

* Responsible for coordinating with the end-client/ project managers, in order to better customize, and utilize the full functionality of the Salesforce.com CRM solution.
* Responsible for creating conga queries, conga templates using template builder
* Responsible for creating appropriate templates using conga merge fields.
* Responsible for testing the newly created queries & templates
* Responsible for applying the necessary logic using conditions in conga to render data as per specification.

**Project#2 : Undisclosed**

**Role : Senior Technical Consultant**

**Company : Blue Flame Labs Pvt Ltd, Pune, India**

**Description:**

* Worked on **SF** **Communities** where the client wanted to use/add knowledge Articles & assign necessary permission to the appropriate users to access data.

**Responsibilities:**

* Responsible for providing necessary permission for community users.
* Responsible for creating knowledge articles which can be access directly in communities.
* Responsible for managing the community layout.
* Responsible for creating community users & granting them the necessary access.

**Project#3**          : **Undisclosed**

**Role**                   : **Technical Consultant**

**Company : Blue Flame Labs Pvt Ltd, Pune, India**

**Description:**

* Worked on **Marketing Cloud** where the client wanted to the client wanted to send an.

**Responsibilities:**

* Responsible for the requirement gathering and create a blueprint and assisting with planning of

feature sets that impact multiple platforms.

* Worked closely with Automation Studio and Journey Builder.
* Responsible for the integration between sales cloud and marketing cloud.
* Develop and test emails with different browsers.
* Responsible for Ampscript coding in email and cloud pages.
* Responsible for the client interaction and understand all the requirement also to handle the internal team.

**Project#4 : Undisclosed**

**Role : Technical Consultant**

**Company : Blue Flame Labs Pvt Ltd, Pune, India**

**Description:**

* Worked on **Salesforce CPQ** where the client wanted to create Product rules & Price rules so that products are rendered with respect to the product package having appropriate pricing.

**Responsibilities:**

* Responsible for coordinating with the end-client/ project managers, in order to better customize, and utilize the full functionality of the Salesforce.com CRM solution.
* Responsible for overall configuration i.e. creating Product & Price Rules.
* Responsible for Testing the necessary configurations
* Responsible for quote template in order to generate the documents also signature with docusign
* End to End testing.

**Project#5 : Undisclosed**

**Role : Technical Consultant**

**Company : Blue Flame Labs Pvt Ltd, Pune, India**

**Description:**

* Worked on **Data Loader** where the client wanted to import data in SF environment.

**Responsibilities:**

* Responsible for Analysing the data provided in the CSV & formatting the same
* Responsible for Correcting the Data provided & use Vlookup for fetch data as per requirement.
* Responsible for successfully importing the Data with Minimal error.

**Project#6 : Undisclosed**

**Role : Technical Consultant**

**Company : Blue Flame Labs Pvt Ltd, Pune, India**

**Description:**

* Client wanted to implement **Live Agent Configuration**.

**Responsibilities:**

* Setup Omni channel settings
* Setup Live Agent settings
* Build Web to Case form
* Build Pre-chat and offline form.
* Setup connectivity between Live Agent and Salesforce .

**Project#7            : Undisclosed**

**Role                     : Technical Consultant**

**Company : Blue Flame Labs Pvt Ltd, Pune, India**

**Description:**

* Client Wanted to Setup Process of generating Invoices when an Opportunity is closed.

**Responsibilities:**

* Created Object structure and fields
* Created Process Builder to create invoice on opportunity closer
* Created workflow to send reminders if invoices were not paid
* Creates email alerts and email templates
* Created Visualforce Email Templates
* Created Web to Case form
* Created Reports and Dashboard

**PROJECT#8 : Undisclosed**

**Role : Senior Process Executive**

**Company : ETG Global Services PVT Ltd, Hyderabad, India**

**Description:**

* The organization needed an automation that will send a promotional email/SMS/ push message notifications.

**Responsibilities:**

* Involved in creating promotional emails/SMS/Push notifications :Send newsletter, Promotions ,flash sales.
* Transactional and triggered emails/SMS/Push notifications.
* Sales cloud and Marketing cloud connection.
* Created an engagement journey also to update the fields in sales cloud,
* Create Email template in marketing cloud.
* Import Subscriber list , and manage publication List.

**PROJECT#9 : Undisclosed**

**Role : Senior Process Executive**

**Company : Cognizant Technology Solutions**

**Description:**

* End to End support to the Gold, Silver and Platinum customers of salesforce. Requirement gathering and analysis to resolve the issues.

**Responsibilities:**

* Reporting on email campaigns for various stakeholder.
* Creating and assigning profiles as per role hierarchy and controlling fields and record level visibility to ensure data integrity.
* Designing formulas, validation rules and implementation various fields like custom formula field and other data types.
* Worked on Automations such as workflow, approval process ,process builder.
* To create quote template from salesforce in order to send an email with the specific conditions.
* Building reports and dashboards.
* Configuring Live agent, Omnichannel and communities.
* Handle escalations and assure complete customer satisfaction by providing feasible workaround.

**Ravina Barud**