**Prasanna Kulkarni**

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**Career Objective**

To be associated with an organization that gives me scope to update my knowledge and skills in accordance with the latest trends in Industry and be part of team, which works in a competitive environment on challenging assignments that shall yield the twin benefits of the job satisfaction and a steady paced professional growth.

**Work Experience**

**eflystores India private Ltd Dec 2019 – Jul 2020**

* Having Total 8 months of working experience in Digital Marketing Field
* Managing all Business Process for Promotions of the company
* Reaching the goal, with new marketing strategies
* Worked on Digital marketing Tools, Google ads, SEO
* Promotion ads on YouTube, Administered all business marketing operations and advertisement campaigns that eventually generated
* Generating traffic on website using keywords
* Developed and executed major Face book, Twitter, YouTube and web campaigns within budget and scope of online objectives.
* Trained sales staff on all digital content, pricing, and sales strategy
* Have good Knowledge in Research and Development of Business Process

**Salesforce Administrator**

* Work closely with the sales team and business analysts and performed a detailed analysis of business and technical requirements and designed the solution by customizing various standard and custom objects of SalesForce.com (SFDC).
* Setting up new users and managing their profile as well as user maintenance
* Define Lookups and Master-Detail relationships on the objects and implemented Email response to case functionality that helps customers get fast answers to questions.
* Design various Custom Objects, Custom Fields, Page Layouts, Custom Tabs and Record Types as per the requirements.
* Provide assistance on reporting & Dashboards
* Worked on Lightning component Process Builder to automate task for Salesforce1 users.
* Formatting and preparing mass data for uploads
* Record ownership mass transfer
* Adding new users/de-activating users
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into Confidential, checking for the correctness of the data.
* Create Workflow Rules, Validation rule, Approval Process, Process Builder, Flows in Lightning, Tasks, Email Alerts, Field Updates, and Outbound Messages to manage the Workflow & Approvals.
* Perform admin activities – creating Profiles, Roles, Permission Set, Sharing rules, Page Layouts, Record Types and configure permissions for each profile in the organization.
* Create new users as per their hierarchy in the organization.
* Executed data migration in coordination with management and technical services personnel from old CRM to Salesforce.

**Technical Skills**

* Sales force administration process.
* Sales force Lightning & Classic process.
* Manage and priorities daily Case inquiries.
* Handle all basic administrative function including user account maintenance, reports dashboards, workflows and other routine tasks.
* Understanding of CRM Sales and Marketing Cloud.
* Creating Custom objects and fields, record types according to the Business process for the company.
* Data loader & Approval Process.
* Configure Page layouts, Roles& Profiles, Permissions and Sharing Rule.

**Technical Tools**

* MS Office
* Sales force
* Data Loader
* Import wizard
* Sandbox
* Trailhead (21000 Points & 25 Badges )
* Chrome
* Google ads
* SEO
* SMM

**EDUCATION**

**Masters of Business Administrations** from AIMSR, Dharwad 2019

**Bachelors’ of Computer Applications** from N V College, Gulbarga 2017

**CERTIFICATION:**

* **Salesforce Certified Administrator (SU20)**
* **Digital Marketing**

**Place**: Pune, Maharastra

**Date**: