PALLAVI BAHAKAR-KULKARNI

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CAREER SUMMARY

Over 5 years of experience in Corporate Sector which includes around 3 years of experience as Salesforce Developer/Administrator in SalesForce.com CRM platform across multiple projects involving, building customizing, developing and administering on cloud applications and 1 year of experience on Lighting Web Components.

Extensive experience on clouds like Sales, Marketing and Service. Also, worked on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Cases, Leads, Reports and Dashboards. Good proficiency of Lightening web Components, Apex , SOSL, SOQL, and Test Classes.

EXPERIENCE

Jan 2022 - Present
Salesforce Consultant at **Stratos Studio**.

- Responsible for the set-up, configuration and maintenance of the company's Salesforce application. Also introducing improvement implementations to the existing system.
- Implemented enhancements on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities and workflows, approval processes, Reports and Dashboards.
- Designed and developed custom solutions on the Salesforce platform by utilizing Apex, lightning web component, and initiated data migration and application integration.
- Designed and implemented custom business solutions that are based on cloud-based business applications, specifically on Salesforce platform.
- Proactively took part in documenting business requirements, process flows, specifications, application design, configuration, testing and deployment.
- Wrote SOQL and SOSL statements within custom controllers, extensions and triggers.
- Experience in working on Sales Cloud (Partner Portals) as well as Service Cloud (Customer Portals). Good knowledge in writing test classes before deploying into production.

Dec 2019 – Dec 2021
Process Analyst at **Gallagher Service**

- Designed and developed various Custom Objects, Tabs, and Formula Fields, Cross Object Formulas, Rollup summary fields, validation rules, dependent picklists to meet the need of application.
- Created record page, page layouts, search layouts, custom links, and related lists.

EDUCATION

Bachelors of Engineering [EXTC]
B.C.E.R., Akola (Amaravati University)
2010-2014

HSC (Science)
K.A.V. Yeoda | 2008 – 2010

CERTIFICATION

- SALESFORCE PLATFORM DEVELOPER 1
- SALESFORCE CERTIFIED ADMINSTRATOR

KEY SKILLS

- APEX CLASS, APEX TRIGGERS, SQQL, SOSL, WORKFLOW, APEX DATA LOADER.
- SALESFORCE.COM, SALES CLOUD, SERVICE CLOUD, MARKETING CLOUD, REPORT AND DASHBOARD
- BASIC OF HTML, JS, CSS
- SALESFORCE LIGHTNING WEB COMPONENT

ACHIEVEMENTS

 2X RANGER

 9X SUPERBADGES

- To aggregate data on parent records from child records implemented Many-to-Many relationships and created Junction objects to implement Roll-up Summary fields.
- Used Lightning App Builder to create custom Homepages that appear for different profiles.
- Configured pick lists, dependent pick lists, lookups, junction objects, master-detail relationships, validation rules, formula fields, and Email notification template.
- Configured security and organizational hierarchy for multi-layer sales organization in sales and Service Cloud implementation.
- Developed, documented and designed business processes automations based on the Salesforce Platform.
- Created workflow rules and defined related tasks, Time triggered tasks, Email alerts, and Field updates to implement business logic.
- Customized the app using Apex trigger, class, Custom controller to support the custom functionality.

July 2017 – Feb 2019
Data Research Analyst at Flexisales Marketing Pvt. Ltd.

- Handle daily basis campaign, make report by proper researching about company and Maintain contact discovery of employees as per campaign specification of companies.
- Daily basis quality analysis of acquired contact discoveries and generate leads.
- Collecting, validating, verifying, analysing and processing contact discovery data from LinkedIn, Zoom info, Hoovers, Bloomberg, Inside View, Manta to track.
- Helps companies and organizations understand their competitors' activities and their customers' wants and needs.
- Ensure the quality of the researched data.

Feb 2016 – June 2017
Data Analyst at Translang Ways Solutions Pvt. Ltd.

- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Identifying potential keywords for landing pages and advertisements
- Research and analyse competitor advertising links
- Co-ordinating with team in activities.

LEADERSHIP

- Passionate to learn, adapt and apply knowledge to achieve personal and organizations goal.
- Good communication skills, time management
- Good team player, leadership qualities, and problem-solving skills.