**Vakula Devi Bhupatiraju** 

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**PROFESSIONAL SUMMARY**

Certified Salesforce Administrator with 2 years of technical customer support experience in triaging, configuring and administering CRM applications.

**EDUCATION**

**Bachelor in Electronics & Communication Engineering Aug 2011 – May 2015**

Jawaharlal Nehru Technological University, Kakinada,India **GPA: 3.8/4**

**Skills:**

* **Operating Systems** **:** Windows & Mac.
* **CRM Applications :** Sales Cloud, Service Cloud
* **Microsoft Tools :** Outlook, Word, Excel and Powerpoint.
* **Certifications :** Salesforce Certified Administrator ([**ADM201 - 19969432**](https://trailhead.salesforce.com/credentials/certification-detail-print?searchString=UL/nVe5TyTBLgAbvsZ8UZ/Jebh5r9EGD9Yzs9qc7Vh79fBKwkxmOioMdXWrNfgpj))
* **Salesforce :** ([My Trailhead](https://trailhead.salesforce.com/me/vbhupatiraju))
* **Tools :** Data Loader, DupeCatcher, DocuSign, Conga Composer, Marketo,

JIRA and ServiceNow.

**WORK EXPERIENCE:**

**Tech Mahindra Aug 2015 – May 2017 Associate Software Engineer (Salesforce Administrator)**

**Client: Roche Diagnostics**

* Administered, configured and maintained Salesforce.com application user profiles, roles, assigning permission, generating security tokens, sharing rules, page layout customization, upgrade installation.
* Designed, developed and deployed custom objects, page layouts, custom tabs, components, visualforce pages to suit the needs of the application.
* Configured Analytic Snapshots to dump data on a regular basis for sales performance and lead generation statistics.
* Created validation rules, workflow rules and defined outbound messages, time triggered tasks, email alerts, filed updates to implement business logic.
* Developed, launched and managed in-depth dashboards and reports for all team functions on both management and individual levels.
* Integrating Salesforce.com with Marketo and facilitate bi directional flow of data.
* Used Import wizardto import Lead, Account and Contacts.
* Ensured data integrity through the appropriate use of de-duping, loading and exporting tools, for bulk of data using Data Loader and DupeCatcher.
* Developed expert understanding of salesforce solutions to answer questions from end users about its features and capabilities to help improve sales and business processes.
* Documented and tracked support cases from open to closure ensuring client expectations are properly managed as defined in the SLA.
* Created knowledge base materials dedicated towards operational efficiency while also empowering the developer community.
* Worked with various cross-functional teams to understand the root cause of issues reported and suggest alternate options and workarounds where appropriate.
* Performed user & administration training sessions for clients to utilize Salesforce and respective programs.
* Provided support to 500+ Salesforce users worldwide and acted as the primary point of contact for end-user support.
* Have basic understanding of salesforce development practices.

**Achievements :**

* Won **Pat On Back** award for closing the maximum number of severity-1 issues and for being the most productive customer support employee in 2016.

**Freelancer 2018 - Present**

* Relocated to US and was waiting for my Employment authorization card.
* As a freelancer helped SMB customers with their Salesforce deployment projects which included configuration and data migration.
* Followed trailhead and SFDC forums to keep up-to-date with new features, products released by Salesforce.com.
* Prepared for my Salesforce Admin Certification ADM201.
* Worked on multiple App and Web application testing projects on crowd testing platforms.