

Wilson Arul Das

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SUMMARY

Results-oriented IT professional with 10 years of industry experience and a proven track record of success. With 6 years of specialized expertise in CRM Analytics, Community Cloud, Marketing Cloud, Sales Cloud, Service Cloud, Apex, Triggers, Reports, Dashboards, Integrations, Lightning Web Components (LWC) and Configuration, I have consistently delivered impactful solutions that drive business growth and efficiency. Adept at translating business requirements into technical solutions, collaborating with cross-functional teams, and ensuring seamless integration across platforms. Seeking to leverage expertise in Salesforce development to continue delivering impactful solutions for clients and driving organizational success.

EXPERIENCE

Senior salesforce Consultant

Brickwork India Pvt

December 2018 - Present, Bengaluru

- Strong hands-on experience in Salesforce Security setup using Profiles, Permission Sets, OWD, Role Hierarchy, and Sharing Rules.
- Implemented Einstein Vision, Einstein Next Best Action and Einstein Analytics.
- Custom Processes, custom metadata, sharing model, email to case, case lifecycle through community, implementing knowledge.
- Experience in Data Migration and Management using Data loader, Import wizard and Work Bench.
- Extensive experience on Salesforce.com Platform - Process Automation, Apex Triggers, Reports & Dashboards, Workflow Rules, Approval Processes, Salesforce Security setup.
- Experience in salesforce configuration related features like Standard & Custom objects, Tabs, Page Layout, Fields, Record Type, Relationships, Validation Rules, and Security controlled By Profile, Permission Sets, Users, OWD, Role Hierarchy and Sharing Rules.
- Extensive experience in creating data models using custom objects, custom fields, Relationships.
- Configured users, roles, permissions & profiles as per business requirements.
- Collaborated with Stakeholders to gather requirements, analyze business process and deliver effective solutions.
- Analyzed data from 2500 monthly active user's salesforce license permission level access to Global audit and complaints and increased the data security by 30%.
- Designed External Complaint form strategies in salesforce and increased the supplier annual risk compliance metrics.
- Stayed up to date on Salesforce releases and new features, evaluate their influence on our business processes, and offer ideas for improvements.

Senior Consultant

Ingersoll Rand Pvt LTD

June 2017 - 2018, Bengaluru

- Optimized materials for upload to a production database in Oracle R12.
- Provided support for varied tasks as needed for the operation of an accessibility material planner team and designed and build of data service APIs.
- Created purchase order and with cost effective analyzation and calculate costs of procurement and suggested methods to decrease expenditure.

Business Analyst

Flipkart Pvt Ltd

June 2013- 2017, Bengaluru

- Prepared reports by collecting, analyzing, and summarizing information of external partners and publishing reports like stock, sales, fill rate, lead time, out of stock reports for the management.
 - Prepared monthly return stock dashboard for the management presentation purpose.
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PROJECT DETAILS

Salesforce CRM Analytics and Oracle CPQ

- Improved the Sales performance by adopting Sales functionality in Salesforce CRM.
- Designed Salesforce Integrations with Oracle systems.
- Provided real time information for Sales from Oracle CPQ to improve the customer experience.
- Executives have new oversight of quoting activities and receive alerts which resulted in 3x times faster approvals.
- Maximize ROI and Optimization of Run/Operational & License costs, Process & Test Automation.
- Merged different salesforce orgs into one org for easy visibility and maintenance.

Salesforce Einstein AI Chatbots:

- Client wants to transform their customer's experience. They are looking into globally aligned customer service organizations that leverage the scale of their market operations to drive efficiencies and build capability. Live Chat and Chatbot rollout across Brands and Markets. The vision for the client is to have a fully integrated omni-channel solution, including automated routing decision making based on available consumer data, Salesforce Einstein Chat Bot, Amazon Connect and advanced analytics.

Service Cloud:

- An application that empowers companies to manage all customer information and conversations.
- Created lightning components, used Apex triggers, Classes, flows to accomplish the tasks.

Servicenow to Salesforce migration project - Customer Community

- Build the Customer community for ST-engineering Satellite products where Customer can raise tickets, registers a care pack, download the software's and check knowledge base and communicate with agents.

Opportunity Flow (Sales Cloud)

- Screen Flow which collects the information of Contacts role, Partner Roles, Products and others in one process by asking questions in steps by using Visual Flow.
- Calculating partner discount on opportunity line item. Creating schedules. Developed custom discount matrix to get it approved by Director, CEO.

Servicenow to Salesforce migration project – Data Migration

- Worked on Data-migration project.
- Migrated case and attachments over 17million records using Batch class with Rest Integration.
- Worked on setting up service cloud, contract management, Customer Community cloud project delivered within tight deadline.

EDUCATION

St. Jerome's college Nagercoil TN INDIA 2013

- Bachelor of Computer Science Cum. GPA: 2.1 / 2.7 Major GPA: 2.1 / 2.5
- Awards: Annual college symposium events winner for tracking C C++ coding gaming application

SKILLS & OTHERS

Salesforce CRM Analytics, Salesforce Administration, Apex Programming, Salesforce CRM, Salesforce Administration, Apex Programming, SOQL, JIRA, Mule Soft, Anypoint studio, Data Migration, Sales Cloud, Service Cloud, Community Cloud, Einstein Chat Bot, System Integration, Salesforce Lightning Web Components, Salesforce CPQ Basics, Salesforce Security & Sharing Model, Salesforce Workbench, Data Loader, Python, Tableau, Google Sheets, Smartsheet Oracle R12, ERP SAP, Power Bi, and Microsoft SharePoint Administration.

CERTIFICATIONS

SFDC Admin - 201 Certification, Python Bootcamp from Zero to Hero in Python, SQL Bootcamp: Go from Zero to Hero.