

# Shelly Sinha

## Salesforce Administrator

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### PROFESSIONAL SUMMARY

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- Salesforce Certified Administrator with 3+ years of hands-on **Salesforce Administration & Support**, specializing in **administrative support, troubleshooting, and process optimization**, with combined experience as a Salesforce trainer in academia.
- Proficient in **user & license management, security models, and access controls**, maintaining **data integrity and compliance**.
- Skilled in **Flows, reports, dashboards, validation rules, page layouts, and record types** to optimize workflows and system performance.
- Experienced in **data migration, deduplication, audits, and analytics**, ensuring accuracy for reporting and business insights.
- Strong track record in **end-user training, adoption strategies, documentation, and SOP creation**, improving CRM efficiency and reducing support tickets.
- Excellent **verbal and written communication skills**, collaborating effectively across RevOps, sales, and technical teams.
- Recognized for **analytical skills, problem-solving**, and a **highly motivated approach** to maximizing Salesforce ROI.

### TECHNICAL SKILLS

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**Salesforce Administration & Configuration:** User Setup & Management, Roles & Profiles, Permission Sets, License Assignment, Sharing Rules, Custom Objects & Fields, Page Layouts, Record Types, Validation Rules, Workflow Rules, Approval Processes, Flows, Process Builder, Lightning App Builder, Sales Cloud, Service Cloud, Case Management (Email-to-Case, Web-to-Case)

**Data Management & Governance:** Data Loader, Data Import Wizard, Workbench, ETL Tools, Deduplication, Data Integrity Checks, Audits, Compliance Reporting, Data Backup & Recovery

**Reporting & Analytics:** Reports, Dashboards, KPI Tracking, Apex, SOQL, Troubleshooting, Data Analysis

**System Integrations & Tools:** Apollo, Outreach, Inbound & Outbound Change Sets, NetSuite, Conga, Avoma, AppExchange Tools, Troubleshoot, Third-Party Integrations, API Support

**Project Management & Collaboration:** Jira, Agile/Scrum, UAT, Requirement Gathering, Documentation, End-User Training

**Soft Skills:** Troubleshooting, Documentation, End-User Training, Communication, Process Optimization, SOP Creation

### PROFESSIONAL EXPERIENCE

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**Salesforce Administrator: 5TechG Lab, Pune**

**April 2024 – October 2025**

- Led the optimization of Salesforce Lead-to-Cash process for a B2B SaaS company, enhancing sales pipeline visibility and CRM data quality across Retail and Institutional teams.
- Administered Salesforce CRM across 500+ global users, managing roles, permissions, and profiles.
- Engaged with stakeholders to gather business requirements and design scalable CRM solutions aligned with governance best practices.
- Automated lead assignment, opportunity updates, shipment alerts, and invoice generation using Flows and Process Builder.

- Migrated legacy Workflow Rules and Process Builders into Flows, improving system performance and maintainability.
- Designed record types and validation rules to separate Domestic vs. International operations, reducing data entry errors.
- Built dashboards and reports for leadership to track pipeline health, SLA adherence, and revenue forecasting.
- Conducted sandbox testing, change set deployments, and release management for seamless rollouts.
- Partnered with Sales and Operations teams to translate business needs into technical solutions.
- Delivered training sessions and authored SOPs to drive user adoption and compliance.
- Monitored Salesforce release updates and recommended platform enhancements to improve efficiency.

**Impact:** Reduced duplicate records by 70%, improved data completeness to 90%, accelerated opportunity updates by 25%, and delivered real-time revenue visibility to leadership.

**Salesforce Administrator (Freelancing) | Rookmini Infosolution** **November 2022 –April 2024**

- Managed Salesforce CRM for student lifecycle and ERP-integrated operations, ensuring academic and financial data accuracy.
- Built Flows, dashboards, and reports to automate operational processes, reducing manual work across departments.
- Created custom objects for student engagement, performance tracking, and financial aid, enabling better academic insights.
- Implemented duplicate management and deduplication logic, improving lead conversion tracking and overall data quality.
- Partnered with stakeholders to define reporting metrics and KPIs, improving visibility into operations and student success.
- Conducted training sessions and adoption workshops, ensuring smooth onboarding for 200+ end users.
- Designed page layouts, record types, and validation rules to standardize data capture and maintain compliance.

**Impact:** Reduced duplicate student records by 65%, centralized support processes, improved SLA adherence, and enabled data-driven leadership decisions.

**Salesforce Administrator Trainer (Assistant Professor) | ICEM** **October 2022 - April 2024**

- Trained 200+ students on Salesforce Admin, Sales Cloud, Service Cloud, and Apex basics.
- Assisted students in navigating the Salesforce platform, including login setup, object navigation, and data entry best practices.
- Guided students through hands-on exercises in Flows, Reports, Dashboards, and basic configurations for academic projects.
- Troubleshoot common Salesforce issues such as permission errors, missing records, and report filtering problems.
- Created step-by-step guides and reference materials to support independent learning and assignment completion.
- Supported adoption and governance of Salesforce-based systems across campus.

**Impact:** Enabled 100+ students to earn Salesforce certifications, improved ERP adoption across campus, and built a talent pipeline for CRM careers.

**Assistant Professor | RIT** **September 2021 – October 2022**

- Delivered lectures and labs on C, C++, SQL, Python, and Data Structures.
- Organized coding bootcamps, workshops, and Salesforce-focused programs to bridge academic learning with industry applications.
- Coordinated industry events and networking opportunities to guide students toward CRM careers.

## **VOLUNTEER EXPERIENCE**

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**Salesforce Administrator/Developer (NPSP) |** PYT Foundation, USA **August 2025 – Present**

- Configured Salesforce NPSP features to support donor management, reporting, and fundraising pipelines.
- Assisted with data migration, dashboards, and KPI tracking for nonprofit fundraising campaigns.
- Supported training and documentation for staff adoption of Salesforce.

## **EDUCATION & CERTIFICATIONS**

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**Master of Technology (Computer Science & Engineering):** JNTUH **2015 – 2017**

**Bachelor of Technology Computer Science & Engineering):** TMU **2008 – 2012**

## **CERTIFICATIONS**

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- Salesforce Certified Administrator
- Salesforce Platform App Builder
- Salesforce Certified Agentforce Specialist