

# Shelly Sinha

## Salesforce Administrator

Permanent Address: Sarover Nagar, Moradabad, UP | Current Address: Vancouver, Canada

Mobile: +91-9704989886(whatsapp), +1 2365140326

Email Id/LinkedIn: [shellysinha.cse12@gmail.com](mailto:shellysinha.cse12@gmail.com) | [LinkedIn](#)

### PROFESSIONAL SUMMARY

- 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

**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

#### 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.
  - Troubled 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

**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

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

2015 – 2017

**Bachelor of Technology Computer Science & Engineering): TMU**

2008 – 2012

## CERTIFICATIONS

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