

# Harika Gajjela

## Salesforce Administrator

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### SUMMARY

Accomplished **Salesforce Administrator** with **over 3+ years** of experience in configuring, customizing, and optimizing **Salesforce Sales Cloud, Service Cloud, and Lightning Experience** to meet business needs and enhance operational efficiency. Expertise in **Salesforce integrations** with third-party systems (**Pardot, Marketo, MuleSoft,DocuSign**) and data management. Proven track record of automating business processes using **Salesforce Flow, Process Builder, and Apex**, significantly reducing manual tasks and increasing team productivity. Skilled in implementing **Salesforce Einstein AI** features for data-driven decision-making and sales optimization. Adept at ensuring **platform security and compliance** with industry standards (**GDPR, HIPAA, CCPA**). Excellent communication skills with a strong ability to **train and support end-users** for improved Salesforce adoption and utilization.

### TECHNICAL SKILLS

<b>Salesforce Platform Expertise:</b>	Salesforce Sales Cloud, Service Cloud, Lightning Experience, Salesforce Classic
<b>Customization &amp; Configuration:</b>	Customizing objects, fields, page layouts, record types, and workflow rules.
<b>Process Automation:</b>	Automating business processes using Salesforce Flow, Process Builder, and Workflow Rules to optimize workflows and reduce manual tasks.
<b>Integrations:</b>	Integrating Salesforce with third-party systems (DocuSign, Pardot, Marketo, Mailchimp, QuickBooks, Google Analytics) using Salesforce APIs and integration tools like MuleSoft and Zapier
<b>Salesforce Lightning &amp; Visualforce:</b>	Creating custom Lightning Components and Visualforce Pages to improve user interfaces and streamline workflows.
<b>Reports &amp; Dashboards:</b>	Building and customizing Salesforce reports and dashboards to provide actionable insights into sales, performance, and KPIs.
<b>Data Security &amp; Compliance:</b>	Configuring user permissions, Field-Level Security, and Salesforce Shield for data protection and compliance (GDPR, CCPA).
<b>Data Migration:</b>	Using Salesforce Data Loader for large-scale data migration, ensuring data integrity during the transition from legacy systems to Salesforce.
<b>User Adoption &amp; Training:</b>	Providing end-user training and ongoing support, driving adoption and maximizing system utilization across teams.
<b>Collaboration &amp; Stakeholder Management:</b>	Working with cross-functional teams to gather business requirements and ensure Salesforce solutions align with company goals.

### CERTIFICATION

Salesforce Administrator | Salesforce Service Cloud Consultant | Salesforce Field Service Consultant | Salesforce AI Associate | Salesforce AI Specialist |Salesforce Platform App Builder| Salesforce Certified Platform Developer I| ClickSoftware Administrator |

### PROFESSIONAL EXPERIENCE

<b>Dell Technologies, USA</b> <b>Salesforce Administrator</b> <ul style="list-style-type: none"><li>Led the end-to-end implementation and customization of <b>Salesforce Sales Cloud</b> and <b>Service Cloud</b>, improving sales pipeline management and case resolution time by <b>30%</b>.</li><li>Integrated Salesforce with external systems such as <b>Quickbooks, DocuSign, Pardot, Marketo</b>, and legacy platforms using <b>MuleSoft, Zapier</b> and <b>Salesforce APIs using Postman</b>, enhancing data synchronization across the organization.</li><li>Automated key business processes using <b>Salesforce Flows</b>, reducing manual tasks and improving efficiency by <b>25%</b>.</li><li>Developed custom <b>Salesforce Lightning Components</b> and <b>Visualforce Pages</b> to improve user interface and streamline complex workflows, increasing productivity across sales and service teams.</li><li>Designed and optimized <b>Salesforce reports</b> and <b>dashboards</b>, providing leadership with real-time insights into sales performance, lead conversion, and customer service metrics.</li><li>Built Looker-style dashboards inside Salesforce for lead conversion and sales performance tracking.</li><li>Implemented <b>Salesforce Einstein</b> features, including <b>Prediction Builder</b> and <b>Next Best Action</b>, delivering AI-driven insights to improve decision-making and increase sales productivity by <b>20%</b>.</li><li>Managed platform security and compliance by configuring <b>Salesforce Shield, field-level security, and role-based access control</b>, ensuring data protection and compliance with industry regulations.</li><li>Provided training and ongoing support to <b>500+ end-users</b>, resolving technical issues and driving a <b>40%</b> increase in user adoption across sales, marketing, and support teams.</li><li>Hands-on experience in deploying configurations and customizations across <b>Sandbox, Development, UAT, and Production environments</b>, ensuring seamless <b>release management, version control, and post-deployment validation</b></li></ul>	<b>Oct 2024 – Current</b>
<b>Diabsolut Technologies, India</b> <b>Associate Consultant</b> <ul style="list-style-type: none"><li><b>Configured and customized Salesforce Sales Cloud</b> and <b>Service Cloud</b>, improving sales workflows and customer service operations, which increased efficiency and response times.</li><li><b>Automated key processes</b> using <b>Salesforce Flow</b> and <b>Process Builder</b>, such asleadroutingandcase management, reducing manual tasks and enhancing team productivity.</li></ul>	<b>May 2021 – Jan 2023</b>

- **Migrated over 500,000 customer records** from legacy systems to Salesforce using **Salesforce Data Loader**, ensuring a smooth and error-free data transition.
- **Integrated Salesforce with tools** like **Mailchimp** and **Google Analytics** to automate email marketing and track customer behavior, leading to a 25% improvement in marketing effectiveness.
- Integrated Salesforce with **QuickBooks** for accounting workflows such as invoicing and payment processing, using MuleSoft and Zapier to automate synchronization of customer, invoice, and payment data, resulting in a 50% reduction in manual data entry and improved financial data accuracy.
- **Created custom reports and dashboards**, providing stakeholders with real-time insights into sales performance, case resolutions, and other critical KPIs.
- **Trained and supported end-users**, ensuring successful adoption of Salesforce with 90% of users engaging with the system within the first month.
- **Collaborated with cross-functional teams** to gather business requirements, ensuring Salesforce solutions aligned with company goals and improved business outcomes.
- **Managed user access, permissions, and data security**, ensuring compliance with company policies and safeguarding sensitive customer and business data.

**Mphasis, India**

**Sep 2020 – Apr 2021**

**Salesforce Developer**

- Developed **Apex triggers** and **Apex classes** to automate business processes, including lead assignment and opportunity management, resulting in a 30% improvement in operational efficiency.
- Implemented **Lightning Web Components (LWC)** to enhance user interfaces, improving user experience and reducing time spent on data retrieval by 20%.
- Integrated Salesforce with **ERP systems** using **Salesforce REST API**, enabling real-time data synchronization and ensuring seamless data flow between platforms.
- Automated business workflows using **Salesforce Flow** and **Process Builder**, significantly reducing manual effort in processes like lead conversion and case escalation.
- Managed **data migration** projects using **Data Loader**, ensuring smooth transition of data from legacy systems to Salesforce with minimal data discrepancies.
- Configured **Salesforce Shield** for data protection and set up **Field-Level Security** and **Profiles** to meet compliance standards, including **GDPR** and **HIPAA**.

**EDUCATION**

**Masters in Data Science**

New York Institute of Technology, NY, USA

**Jan 2023-Dec 2024**

**Bachelors in Electronics and Communication Engineering**

Sreyas Institute of Engineering and Technology, Hyderabad, Telangana, India

**June 2017-May 2021**