SURENDRA SINGH LODHI

surendrasinghdmo22@gmail.com

Salesforce Administrator ◇ **Salesforce Developer** ◇ **CRM Support**

SUMMARY

Software Engineer with 2 years of experience in ASP OL MEDIA, Dedicated Salesforce professional with extensive experience in Salesforce Administration and Salesforce Developer, eager to leverage skills in a dynamic environment. Proficient in managing user onboarding, complex Flow creation, and integrating various Salesforce clouds. Aiming to contribute to enhancing system performance and user experience while ensuring data integrity. Passionate about aligning technical solutions with organizational needs and streamlining processes to drive efficiency. Ready to support collaborative efforts and deliver impactful results.

EDUCATION

Bachelor of Computer Science - B.Tech   2019 - 2023
Shri Ram Group of Institutions Jabalpur

SKILLS

TECHNICAL SKILLS

Salesforce Administration, Salesforce Developer, Roll-up Summary, Reports and Dashboards , Page Layouts, Security Access Management , Approval Processes , Flows Automations , Process Builder , Exception Handling Apex , OOPS ,SOQL, SOSL, Triggers , Test Classes , HTML, CSS, Asynchronous Apex - Future Method , Queueable Apex , Batch Apex

SOFT SKILLS

Problem-solving, Analytical Thinking, Communication, Teamwork

EXPERIENCE

SOFTWARE ENGINEER   July 2023 - Present
ASP OL MEDIA   *Pune, MH*

- Managed a Salesforce CRM instance with over 5,000 active users across multiple regions
- Streamlined customer support response times by 40% by designing automated processe
- Efficiently managed large-scale data imports and exports using Salesforce Data Loader, ensuring data integrity and accuracy.
- Conducted data cleansing operations to remove duplicates and correct inaccuracies, enhancing data quality and reliability.
- Performed bulk data updates, inserts, and deletions, streamlining data management processes and improving system performance.
- Utilized Workbench to execute complex SOQL and SOSL queries for data retrieval Production Deployments and analysis, supporting business intelligence initiatives.
- Developed and maintained custom reports and dashboards to provide actionable SOFT SKILLS insights and support data-driven decision-making.
- Achieved a 20% increase in operational efficiency by optimizing workflows, Process Builders and Approval Processes.

CERTIFICATES

- **Salesforce Administrator Certified**
- **Salesforce Platform App Builder Certified**