



Salesforce Developer and Admin | CRM Analytics (Tableau CRM) Developer
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PROFESSIONAL PROFILE

- Highly skilled certified Salesforce professional with expertise in CRM, salesforce development, data management, and analytics.
- Proven track record of successfully implementing end to end Salesforce solutions and driving operational efficiency.
- Deep understanding of Salesforce customization, security, and data migration, with a keen eye for data quality, cleansing, and governance.
- Extensive experience in building impactful analytics platforms using CRM Analytics (Tableau CRM) to provide a single source of truth for business needs.
- Proficient in installing and configuring Salesforce.com App Exchange Apps while ensuring compliance with organizational security requirements.
- Expertise in Salesforce customization, security access, salesforce flows, validation rules, assignment rules, analytics, and sales cloud/service cloud.
- Experience in integrating web services, and developing REST APIs, and SOAP APIs.
- Experience with Salesforce Application Development & Configuration including Lightning App Builder, Flows, Apex Custom Controllers, Apex Classes, Apex Triggers, Visualforce Pages/Components, Apex Web Services, SOQL, SOSL, Workflow and Approvals etc.
- Adept data engineer with strong SQL and Tableau skills, capable of deriving powerful insights from large data sets to enhance business value.

TECHNICAL SKILLS

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|-------------------------|---|
| Programming Languages | Apex, JavaScript v20.11.1, HTML5, CSS |
| Database Query Language | SOQL, SOSL, SAQL |
| Salesforce Technologies | Visualforce, Lightning Web Components, Salesforce Lightning Framework |
| Integration Tools | REST/SOAP APIs, Salesforce Connect |
| Development Tools | Salesforce DX, VS Code Extensions |
| IDEs | Salesforce Developer Console, Visual Studio Code |
| CRM Platforms/Clouds | Salesforce Sales Cloud, Service Cloud, Financial Services Cloud, Experience Cloud |
| Version Control | Git, GitHub |
| Deployment Tools | Change Sets, Salesforce CLI 2.32.8, |
| Data Management Tools | Data Loader v58.0.3, Workbench 58.0, RingLead, DemandTools, Data Import Wizard |
| Salesforce Encryption | Salesforce Shield |

CAREER SUMMARY

 Sr. Salesforce Tech Lead | State Street Corporation

Apr 2021 – Feb 2024

PROJECT: Salesforce Admin and Development

The project aims to leverage Salesforce capabilities to streamline workflows, improve data management, and enhance user experience across departments.

KEY RESPONSIBILITIES

- Performed Salesforce Administrative tasks by actively engaged in configuring and managing standard Salesforce features, including objects, Salesforce flows, record types, page layouts, assignment rules, escalation rules, validation rules, profiles, and user license management, to ensure optimal system performance and alignment with business requirements.
- Triage, monitor and resolve end user issues and inquiries including managing user support case queue to support over 3000+ users.
- Worked on custom UI development, Lightning Web component creation/revision, and integrating APIs with Salesforce.
- Write SOQL, SOSL query language in Data Loader and Workbench to upload/extract data across salesforce objects.

- Create workflow rules, Process builder and defined related tasks, email alerts, and field updates.
- Expertise in utilizing Change Sets to seamlessly deploy Salesforce components across different sandbox and production orgs as part of change management processes.
- Track, manage and resolve daily support requests, technical issues, and administrative needs of Salesforce users using JIRA and ServiceNow
- Coordinating business process review meetings with multiple teams to establish standardised workflow processes
- Designing custom objects, tabs, records, and views within SFDC to support new workflow processes
- Identify test scenarios, develop test scripts, and execute testing in support of system and User Acceptance Testing (UAT)

SKILLS: SOQL, SOSL, Developer Console, Salesforce Setup, HTML5, CSS, JavaScript v20.11.1, Apex Triggers, Flows, Deployment, Change Management, VS Code

PROJECT: CRM Analytics Implementation

To enhance the reporting capabilities of salesforce, leadership has decided to implement CRM Analytics in the current org. I was given this responsibility to successfully implement CRM Analytics utilised by entire organization.

KEY RESPONSIBILITIES

- Designing and implementing dataflows, Recipes, and Dashboard Designs in CRM Analytics (Tableau CRM) to transform and visualise data for business users.
- Collaborating with business stakeholders to gather their analytics requirements and translate them into effective, insightful and actionable analytics solutions that meet their needs.
- Customising CRM Analytics dashboards using JSON and SAQL queries to create user-friendly and visually appealing data visualisations.
- Ensuring the performance and maintainability of CRM Analytics solutions by optimising dataflows, Recipes, and dashboards.
- Collaborating with cross-functional teams, such as data engineers and data scientists, to integrate Tableau CRM with other systems and data sources to support end user adoption through communication, change management planning and training.
- Managed Salesforce CRM analytics projects effectively, including scoping, planning, execution, and stakeholder management, to deliver actionable insights and drive business outcomes.

SKILLS: Recipes, Dataflows, SAQL, JSON, CRM Analytics Security, Input and Output Integrations



Sr. Salesforce Developer | Deloitte

July 2017 - March 2021

PROJECT: Jupiter

Jupiter was the Deloitte's crucial initiative to integrate all local CRM systems across 36 countries into one salesforce system to provide single source of truth.

KEY RESPONSIBILITIES

- Implemented Salesforce projects, supporting complex implementation for Sales Cloud and Service Cloud
- Worked on research, design, development, and integration of technology architectures and plans to align with business strategy and goals
- Served as a Global System Salesforce Consultant to address worldwide Deloitte requirements to migrate the local market data to Global System.
- Worked on Customization and development of Salesforce using Apex, Visualforce, Lightning Components, and other tools to extend platform capabilities
- Create and manage users, profiles, roles, and permission sets in salesforce on every onboarding of country into Jupiter. I was responsible for managing licenses of 32,000 salesforce users.
- Triage, monitor and resolve end user issues and inquiries including managing user support case queue to support over 15000+ users
- Work with backend systems integration and Data Warehouse team members to implement integrated data and process flows
- Extensive experience in activities related to Salesforce.com setup, Configuration, Administration and Data migration
- Extensive experience in designing of custom objects, custom tabs, custom fields, picklists, page layouts, report folders and report extractions in various formats.
- Develop Reports, Dashboards, and processes to continuously monitor Data Quality and Integrity.
- Designing and implementing dataflows, Recipes, and Dashboard Designs in CRM Analytics (Tableau CRM) to transform and visualise data for business users.
- Assist in data import/export/updates, system customization
- Provide day to day end user support and assist users with best practices to improve and increase their knowledge of salesforce.com

- Maintain data and system security and integrity in salesforce liaise with the solution architects, application developers and testers to ensure they understand the functional requirements of the systems
- Responsible for documentation of business requirements, functional specifications, system requirements, test plan, test scripts, test summary
- Incident tracking and reporting using ServiceNow
- Involve in high level sessions to support the design, testing, development, and delivery of system enhancements
- Create use cases diagrams in MS Visio to visualize functionality of information outlined in business requirement documents
- Identify test scenarios, develop test scripts, and execute testing in support of system and User Acceptance Testing (UAT)
- Performed Data Migration from home grown legacy system to Salesforce CRM.

SKILLS: Salesforce Admin, User Management, Data Management, UAT Testing, Flows, Apex Data Loader v58.0.3, Workbench 58.0, Data Import Wizard, Excel, SOQL, SOSL, ServiceNow, Data Governance, Salesforce Reporting, CRM Analytics

Salesforce CRM Analyst | Shore Group Associates

July 2015 – July 2017

PROJECT: iLEVEL

iLEVEL, an IPREO's product helps general partners and limited partners streamline data collection, portfolio monitoring, analytics, valuation, and reporting. It has an integrated investor CRM tool powered by a database of over 450,000 loan market contacts.

KEY RESPONSIBILITIES

- Established a data governance framework to define policies, procedures, and responsibilities for managing Salesforce data quality.
- Implemented data cleansing processes to rectify errors, remove duplicates, and standardize data formats. Utilize Salesforce's built-in tools or third-party solutions to merge duplicate records, correct misspellings, and enforce data validation rules.
- Successfully implemented various salesforce customizations like custom tabs, custom fields, picklists, page layouts, permission sets etc.
- Performed Data Import Activities using Data Loader, Workbench and Data Import Wizard.
- Automated the archival process using workflows, process builder, or Apex triggers to identify and archive eligible records based on predefined criteria.
- Evaluated third-party tools to determine best practices for the success of the firm.
- Develop reports, dashboards, and processes to continuously monitor data quality and integrity.
- Track, manage and resolve daily support requests, technical issues, and administrative needs of Salesforce users using JIRA and ServiceNow.
- Designing custom objects, tabs, records, and views within SFDC to support new workflow processes.

SKILLS: Salesforce Admin, Data Loader v58.0.3, Workbench 58.0, Data Import Wizard, Excel, SOQL, ServiceNow, Jira, Data Management, Data Governance, HTML5, CSS, JavaScript v20.11.1

Data Analyst | Progressive Media Group

July 2014 - July 2015

PROJECT: Construction Intelligence Centre (CIC)

Construction Intelligence Centre (CIC) is construction industry solution that covers the entire spectrum of the construction value chain. It helps customers in providing global construction market sizing, trends, and insights, covering 91 countries, 6 sectors and 24 sub-sectors.

KEY RESPONSIBILITIES

- As a part of Master Data Management (MDM) process, I have worked on harmonizing data in the CRM system that is collected through multiple sources to provide single source of truth on the Companies.
- To analyse data quality, I have designed and implemented data quality scorecards and monitoring mechanisms to proactively identify and address data quality issues in the CRM. These metrics like completeness, consistency, accuracy, duplicates etc are used by leadership as primary source for planning the data quality improvement projects, such as data cleansing, integration, or enrichment.
- Built various reports and dashboards related to construction project performance, Sector wide analysis, region wide analysis etc to cater to subscription bulletins.
- Provided training to team members on data quality standards, the importance of maintaining high-quality data, taking ownership of the data they enter the system.

SKILLS: CRM, Tableau 2015, SQL, MS Excel, Jira, MS Visio v16.0, Data Management, Power BI v2.50

EDUCATION

- General Management, Indian Institute of Management (IIM), Calcutta, 2019-2020
- Bachelors of Technology in Electronics and Telecommunication, Jawaharlal Nehru Technical University, Hyderabad, 2009-2013