

**Contact**

**Phone**

+91-80997-80990

**Email**

[wasimakhtar@outlook.com](mailto:wasimakhtar@outlook.com) **Linkedin** <https://www.linkedin.com/in/wasim03/> **Address**

#208A Bahadur Ali Lane, Hazaribagh, Jharkhand, India

**Education**

2017

**PGDBA in Operations**

**Symbiosis distance learning**

2010

**B.E in Electronics & Communication Engineering Vinayaka Missions University**

**Certification**

Salesforce Certiﬁed Administrator

Salesforce Certified Platform App Builder

Salesforce Certified CPQ Specialist

Salesforce Certified Service Cloud Consultant

**Language**

**English**

Hindi

Wasim Akhtar

S e n i o r S a l e s f o r c e C o n s u l t a n t

Strategic IT Visionary with over ten years of track record, integrating sharp skills in Salesforce Consulting and Project Leadership. With 9+ years of unmatched Salesforce ecosystem expertise, including dynamic proficiencies in implementation, administration, project orchestration, configuration, smooth integration, strong production support, and rigorous system maintenance. a pioneer in bringing complex Salesforce plans to completion by seamlessly combining Sales Cloud, Marketing Cloud, and AppExchange apps. A skillful hand in developing and carrying out rigorous product release plans to maximize the organizational effect.

# Summary:

Experienced in Various Software Development Life Cycle (SDLC) and Agile with Expertise in requirement gathering, Analysis, Designing, Development, and Testing. Analyzed, planned, and implemented various aspects of business requirements on SFDC.

In-depth understanding of SFDC CRM business processes.

Strong knowledge of Sales, Marketing, Service, and Support Automation. Have extensive experience in implementing Pardot and customization.

Enhanced the Quote configuration by adding CONGA composer and CPQ features

like Smart Search and refined search to the current quote process.

Have extensive experience in the implementation of Custom Objects, Custom Tabs, Workﬂow Rules, and Role-based Page Layouts and Record Types, Approvals, and Assignment Rules.

Have knowledge in implementing various advanced ﬁelds like Pick lists, Custom

Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Workflows, and Approval Processes for automated alerts, ﬁeld updates and email generation according to application requirements.

Having good knowledge of Web leads, Email-to-case, Web-to-case, Assignment

Rules, Customer and Partner Portals, Experience, and AppExchange.

Ability to create Proﬁles, Roles, Users, Tasks and Actions, Dashboards, Reports, and Validation Rules.

Experience in Data Migration, Data-Modeling, Data Extraction, Transformation, Data Loading, Scheduling, Monitoring, and Reporting using ETL tools like Apex Data Loader.

Worked with different aspects of Web Services (XML, WSDL, SOAP, REST). Experience working with Deployment Tools like Force.com Change Sets, and Salesforce.com Sandbox environments.

Excellent Work ethic, Self-motivated, Quick learner, and Team oriented. Continually

provided value-added services to clients through thoughtful experience and Excellent Communication Skills.

# Experience

## 2021 - Continue



### Netrix Global l Pune, India Sr. Salesforce Consultant

Gathering business requirements, designing appropriate solutions, implementing solutions in Force.com platform, and enhancing Sales processes in a highly dynamic agile environment.

Implemented bundle product in Salesforce using steel brick CPQ features. Integrated Conga composer and build multiple temples.

Created a Product Family, and Settled up a Product Line and three Models under that Product Line. Created all common attribute rules at the Product Line level with speciﬁc attributes and rules at the Model level.

Implemented Approval Processes to ensure proper authorization in the high-stakes environment of capital management. Integrated the Web Services for extracting the data from external systems to display in the pages of Salesforce.com based on REST API.

Implemented Lead Nurturing and lead management for a marketing team and Sales team.

## 2017 - 2021

### Global Upside l Noida- 57, India SFDC Manager

Managing Salesforce CRM for clients and applicants. Working on both Classic and Lightning Environment. Responsible for requirement gathering, planning, road mapping, and release management.

Manage metadata level access with the help of Profile, and grant additional access using permission sets. Setup lead assignment rules for Sales Cloud. Also created different sales processes for the sales team.

Integrated Pardot salesforce marketing cloud and designed the lead process.

Automate various tasks with the help of workflow, process builder, and Flows for Sales Cloud, CPQ, Service Cloud, and Recruitment team. This included workflow task creation for follow-up when a new candidate is submitted.

Proactively identifies opportunities for sales process improvement. Works closely with sales management to inspect sales process quality and prioritize opportunities for improvement. Assists sales management in understanding process bottlenecks and inconsistencies. Facilitates an organization of continuous process improvement.

Created process ﬂow diagrams to represent the logic and algorithms used to implement the business rules and requirements. Implemented and reviewed Salesforce platform best practices, coding and design guidelines, and governor limits.

Developed and deployed solutions using Salesforce Lightning (Lightning Design System/Lightning App Builder/Lightning components)

## 2014 - 2017

### CenturyLink Technology | Noida- 62, India Consultant

WXorked with standard salesforce.com objects like Accounts, Contacts, Leads, Opportunities, Campaigns etc.

Created page layouts, and search layouts to organize ﬁelds, custom links, related lists, and other components on record pages.

Designed and deployed Custom tabs, validation rules, Approval Processes, and Auto-Response Rules for automating business logic.

Implemented pick lists, dependent pick lists, lookups, master-detail relationships, validation, and formula ﬁelds to the custom objects.

Administer salesforce.com automation setup, which involves, modifying roles and proﬁles, creating/ modifying dashboards/reports, and managing users.

Developed and conﬁgured various Custom Reports and Report Folders for diﬀerent user proﬁles based on the needs of the organization.

## 2012 - 2013

### Yebhi.Com l Gurugram, India Analyst

A competent professional with proficiency in developing, preparing, and distributing periodic business reports to internal management.

Tracking, Interacting, and coordinating with Sales Managers for forecasting & and funnel management. Implement all Periodic Reports – Target vs. achievement reports/dashboard weekly/monthly/quarterly basis. Check the Sales Compensation periodically for revised plan and signed status.

Support in making Presentations for Quarterly Business Reviews & long-term Business Planning.