

SEENIVASAN KUMAR

Senior Salesforce Administrator

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PROFESSIONAL SUMMARY

A highly technical, Certified Salesforce Administrator over 4 years of hands-on experience in driving successful Salesforce implementations and optimizing CRM functionality. Adept at collaborating with cross-functional teams to analyze business requirements and translate them into scalable Salesforce solutions. Proven expertise in user and access management, data validation, workflow automation, and the customization of Salesforce Lightning Experience. Recognized for enhancing system performance and user adoption through effective training programs. Strong analytical and problem-solving skills with a commitment to delivering high-quality CRM solutions to support organizational growth. Seeking to bring my technical proficiency and strategic insights to a dynamic team as a Salesforce Administrator.

CERTIFICATIONS

- Salesforce Certified Administrator
- Salesforce Certified Sales Cloud Consultant
- Salesforce Certified Process Automation Accredited Profession

SKILLS

- Salesforce Configuration, User and Access Management, Data Validation Rules.
- Custom Objects and Fields, Page Layouts, Record Types, Reports and Dashboards.
- Flow Builder, Workflow Rules, Process Builder, Approval Processes, Data Loader.
- Salesforce Lightning Experience, Basic Apex Triggers, Basic LWC, SOQL, Data Migration.
- Problem-solving, Project Management, CRM Best Practices.
- System Configuration and Maintenance, End-user Training, Troubleshooting. Microsoft Excel, Microsoft Word.
- Conga Composer, Airslate, PDF Butler.

WORK HISTORY

Senior Salesforce Administrator (Oct 2022 - Present)

Key Deliverable:

- Successfully integrated Salesforce with third-party applications to streamline processes and enhance cross-functional collaboration.
- Evaluated and implemented AppExchange solutions to extend Salesforce functionality and meet specific business needs.
- Provided ongoing support, addressing user inquiries and troubleshooting issues promptly to minimize downtime.
- Proactively identified areas for system optimization and implemented enhancements to meet evolving business requirements.
- Collaborated with stakeholders to gather requirements for system updates and facilitated user acceptance testing.
- Created various dashboard per requirement of the user and business need.
- Led the successful deployment of numerous change sets across multiple Salesforce environments, ensuring seamless migration of configuration changes from sandbox to production.

Salesforce Administrator (May 2020 - Sep 2022)

Key Deliverable:

- Oversaw data migration processes, ensuring smooth transition and data accuracy during system upgrades.
- Created email templates in HTML and inbound emails using Visual force for the clients and customers.
- Designed, developed, deployed page layouts, components, custom objects, custom tabs, visual force pages to reach the needs of organization.
- Implemented Pick lists, Dependent Pick list, Lookup, Junction Objects, Master detail Relationships, Validation rules and Formula Fields to the Custom Objects.
- Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Quotes, Activities, Dashboards and Reports.
- Created and maintained comprehensive reports and dashboards to provide real-time insights into sales performance, pipeline health, and customer service metrics.
- Monitored the performance of approval processes using Salesforce reporting tools and dashboards.

Junior Salesforce Administrator (Jun 2019 - Apr 2020)

Key Deliverable:

- Managed user profiles, roles, and permission sets to ensure appropriate access levels and data security.
- Led the customization of Salesforce instance, including creating custom objects, fields, and page layouts tailored to meet the organization's unique business processes.
- Managed Salesforce application user profiles, roles, permissions, validation rules.
- Created profiles and implemented object level, field-level and record-level security and managed roles, visibility Settings.
- Utilized Salesforce Process Builder to automate decision-making within approval processes, enhancing efficiency and reducing manual intervention.
- Designed and implemented Salesforce Flows to automate complex business processes
- Investigated and resolved deployment issues promptly, working closely with development teams to address conflicts and maintain system integrity.

EDUCATION

B.E In ECE (2015 - 2019)

- Knowledge Institute of Technology, Salem ,Tamil Nadu (70%)

HSC (2013 - 2015)

- G.B.H.S School - Salem , Tamil Nadu (77%)

SSLC (2012 - 2013)

- G.B.H.S School - Salem (83%)

