

SURYA VIJAYAKUMAR

SALESFORCE ADMINISTRATOR

Phone:+91 97908 75018

Email:suryavijayakumar03@gmail.com

LinkedIn:linkedin.com/in/surya-vijayakumar-1a2000177

Profile Summary

- 6 years of experience in **Salesforce.com CRM Platform**
- Strong experience in Salesforce Administration includes AppExchange packages such as **Propertybase CRM(Real Estate)** and standard modules also.
- Hands on working experience in Role Hierarchy, Custom Profiles and public Groups creation and user management.
- Extensive experience in analyzing organization processes, converting business workflows into exact Salesforce.com workflows and configuring Salesforce.com to meet business requirements.
- Hands on Experience in creating Custom Objects, Custom fields, Page layouts, Custom Tabs, Reports and various other components as per the client and application requirements.
- Extensive business knowledge and customization experience on various salesforce.com standard objects like Leads, Accounts, Contacts, Cases, Leads, Campaigns, Reports and Dashboards.
- Experience in Creating Roles, Profiles, Email Templates, Page Layouts, Workflow Rules and Approval Process.
- Experience in creating detailed process documentation and deployment process on issues for Future Follow ups.
- Excellent Leadership and Interpersonal skills, Team player with ability to work effectively with all levels of organization and individually as well.
- Trained to create Tableau dashboards by connecting Salesforce instances.
- Experience in integration of Slack to Salesforce.
- Experience in iContact, Zoominfo, MailChimp, Outlook Integration with Salesforce, Gmail Integration with Salesforce and Dropbox Integration with Salesforce.
- Handled end to end life cycle of a project with a team.
- Experience in deployment using changesets and other applications.
- Have good experience in supporting projects with customer handling.
- I was a part of UAT sessions.
- Good experience with Jira application.
- Experience in Partner portal configuration, Fiscal year and Forecasting.
- Experience in integrating Oracle NetSuite with Salesforce using Celigo tool.
- Experience in integrating Monday.com to Salesforce using Zapier.
- Expert in generating and analyzing custom reports and dashboard for management and various

Work Experience

Organization: Salesforce (Bangalore, India)

Designation: Salesforce Administrator(Support)

Duration: Dec 2022 - Present

Roles & Responsibilities

- Handling international customer calls on a daily basis based on their priority of issue and the plans.
- Support customers on a live call to fix the issues.
- Implemented customer requirements depend on their success plans.
- Follow up with a customer on a daily basis to check if they have additional issues related to the current fix.
- Working on Sales cloud which is leads, contacts, accounts, opportunities and so on.
- Enhanced automations such as process builders, workflow rules, approval process and flows based on the customer's requirements.
- Fixing reports and dashboards.
- Helped customers to modify profiles, permission sets, sharing settings and sharing rules.
- Worked on groups, queues, case management, assignment rules and etc.,
- Good experience in data management activities such as data loader, data export, data import wizard and dataloader.io.
- Supporting user management such as logging issues, license management and providing additional permissions from the backend tools.
- Trained junior resources related to the ongoing requirements depend on the management calls.

Organization: N28 Technologies LLP – Remote(Chennai,India)

Designation: Salesforce Consultant(Salesforce Administrator/Business Analyst)

Duration: June 2022 - Oct 2022

Roles & Responsibilities

- Prepared functional documents like use cases.
- Provided inputs to development after the final discussion with customers.

- Experienced in working with clients to map out their existing business process and provided system-based solutions that increase efficiency and reduce operating costs.
- Worked in different industries such as food, electronics, real estate, logistics, and musical industry as well.
- Experienced in scoping phase, gap analysis, testing and implementation phase.
- Working as a product owner in my current client's Salesforce application.
- Acting as a team leader and driving calls to get updates of tasks and helping to sort the issues in real time.
- Managing applications which are integrated to the Salesforce Sales Cloud. Such as Tableau CRM, Slack, Pardot, Celigo, NetSuite, Cloudingo, ZoomInfo, Outreach and so on.
- Configuring the automations for the ongoing business requests and providing go live support for the requested time frame.
- Experience in implementation, support and enhancement projects and handled end to end implementations with the team members.
- Managing 100+ users and also providing training incase if the users are facing difficulties accessing a Salesforce.
- Working with the US and Indian team for the same client.
- Experience in most of the Salesforce components such as Workflow rules, Process Builders, Approval Process and Flows, etc.,

Organization: The Pearl Gates – Doha, Qatar (**Real Estate Company**)

Designation: CRM Specialist (Senior Salesforce Administrator & Business Analyst)

Duration: October 2020 - May 2022

Roles & Responsibilities

- Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
- Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
- I have worked as a single point of contact in this company and interacted with users directly to fix the issues.
- Configured security and organizational hierarchy for sales for salesforce implementation
- Worked on **property management, listings, leads, commissions calculations.**

- Integrated Salesforce to **Tableau, iContact, Zapier** to get leads from online for the **property advertisements**.
- Worked with **real estate agents** such as sales and leasing agents to **update the system to stabilize the business**.
- **Integrated SMS services in Salesforce** to alert agents once the leads **started coming in for promoted properties**.
- Worked on editing the brochure templates for sharing to customers over marketing emails.
- Configured scheduled backup of data from production org.
- Worked on **updating the availability of properties** such as **booked, available, reserved with down payment etc.,**
- **Configured system to monitor agents daily activities and showcased to management about their performances of daily, weekly, monthly, quarterly and yearly.**
- **Conducted weekly or monthly feedback sessions for management and agents to know their understanding of the system.**
- Worked closely on adopting the system to agents and management.
- Implemented pick lists, dependent picklists, lookups, master detail relationships, validation and formula fields to the custom objects.
- Configured DocuSign with the Salesforce sales cloud org.
- Responsible for ongoing Salesforce best practice training and materials to internal departments and new employee orientation.
- Responsible for ongoing system functionality, maintenance, accessibility and updates. Resolves technical issues through debugging, research and investigation.
- Escalate process change requests, system enhancements or any other related requests through relevant mechanisms for approval / prioritization.
- Customize Salesforce.com fields, page layouts, record types, validation rules, workflow rules, reports, and dashboards. Provide high quality support via both email and ticket system.
- Maintains multiple user profiles, role hierarchy, security, and sharing rules, and other Salesforce.com out-of-the-box access features. Database deduping and cleansing. Manage mass imports and exports of data.
- I act as a product owner and handle functional integrations such as iContact, Slack and Tableau.
- Supported integration of website and Salesforce to create leads from website to Salesforce with the customization process.
- Conducting weekly meetings with the end users to get feedback of our system to improve good relationships with coworkers.

- Implemented Incident Management System to raise issues from end user and automations included to send email alerts, field updates etc.,
- Implemented Human Resource Management System to manage leave management, transaction management.
- Experience in Valorx and it is used to send data from Excel to Salesforce.
- Experience in Asana to monitor my day-to-day tasks.
- Configured Salesforce1 for the end users and provided training for how to use it efficiently without any concerns.

Organization: Saadhvi Technology – Chennai, India

Designation: Senior Salesforce Administrator/Junior BA

Duration: January 2020 – October 2020

Roles & Responsibilities

- Gather requirements through interviews with the client and referring to existing documentation and procedures
- Translate business requirements into functional specifications and creating High Level Design documents
- Work closely with Project manager to keep track of timeline and budgeting
- Create a weekly project status report to track the project progress and observe bottlenecks for review of top management
- Handled many instances as a Salesforce Administrator. Mostly implementation for the startup and mid-level organization.
- Experience in integrating Outlook, Gmail, Zoominfo, Monday.com to Salesforce.
- Experience in integrating Oracle NetSuite with Salesforce using Celigo tool.
- Experience in using Zapier for multiple integration.
- Managed data import and export manually as well as using some application for automation such as Dataloader.io to store data in Dropbox.
- Configured Approval Process, Workflow Rules, Process Builders and created email templates as well.
- Configured customer and partner management for most of our clients and provided training to end users. Also shared documents to understand the system and for the reference.
- Handled daily standup calls with the clients for the updates of the day-to-day tasks.
- Provided Go-Live Support for many clients.
- Developed Reports and Dashboards for the management team of the organization and for the manager level teams. Some of the reports and dashboards have been subscribed to requested users.

- Handled requirement gathering and created documents to share with the clients for sign-off and share with the development team for reference.

Organization: 4i Apps Solutions – Chennai, India

Designation: Salesforce Administrator

Duration: June 2017 – October 2019

Roles & Responsibilities

- Maintain and customize all aspects of the Salesforce platform including objects, fields, layouts, security, reporting, validation rules, process builders, flows, workflow rules, data manipulation and migration.
- Maintain technical knowledge by using Trailhead, attending educational workshops and reviewing related publications.
- Administer and customize our Salesforce implementation and deployment, including design, documentation, analytics, training, deployment, and support.
- Experience in performing data cleanup and/or data migration to and from Salesforce.com.
- System Administration in supporting an organization larger than 250 employees and working on cross-functional projects with sales or support team experience.
- Salesforce.com application. When called upon, help to train the new and existing users how to use SFDC and related applications.
- Integrated Salesforce and Mailchimp, Salesforce and Outlook and used dataloader.io to schedule backup of their data related to Leads, Contacts, Accounts and Opportunities to the Dropbox application.

Skills

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|-------------------------------------------------|------------------------------------------------|
| ● Project Management | ● Developer Mindset |
| ● Business Analysis | ● Organizational Strategy and Optimization |
| ● Understanding of Organizational Relationships | ● Flexible Communication and Leadership Skills |
| ● Ability to Translate Ideas into Processes | |

Education

College: St. Joseph's College of Engineering – Chennai, India

Course: Bachelor of Engineering – Specialized in Electronics and Instrumentation Engineering.

College: Panimalar Polytechnic College – Chennai, India
Course: Diploma in Electronics and Communication Engineering

School: Gill Adarsh Higher Secondary School – Chennai, India
Course: SSLC (Up to SSLC from Kindergarten)

Certifications

- Salesforce Administrator – ADM 201
- Salesforce Developer – PD1
- Sales Cloud Consultant
- Platform App Builder

Trainings

- SAP SD & MM
- Oracle Sales Cloud (Fusion)
- Salesforce

Interests

- Technology News
- Stock Market
- Explore new electronic gadgets.
- Sports Activities