

# AASTHA THAKUR

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**SUMMARY** — Salesforce Cloud Certified Developer with over 6 years of experience designing and delivering end-to-end CRM solutions using Salesforce core technologies including Apex, Lightning Web Components, and Ampscript. Skilled in working within agile teams to transform business requirements into scalable and efficient configurations with minimal custom code. Strong background in the financial services domain with hands-on experience in full project lifecycles—design, development, deployment, and post-production support. Known for fast learning, strong communication skills, and a collaborative approach to delivering business value through technical excellence.

## TECHNICAL COMPETENCIES

- **Languages:** Java, APEX, JavaScript, HTML, CSS, AmpScript, JSS
- **Salesforce Development :** Apex Classes, Triggers, Async APEX, Lightning Web Components, Custom Object Development, Visual force Pages, Lightning Community Templates, Marketing Cloud
- **Salesforce Administration:** User/Profile Management, Data Security, Flows, Data Loader, Import Wizard, Email Services, Assignment Rules, Approval Processes
- **Integration & Database:** REST/SOAP APIs Integration with Third-party Applications, Database Integration, SOQL, SOSL
- **Deployment:** Salesforce Change Sets, Salesforce DX, VS code
- **Cloud Experience:** Sales Cloud, Service Cloud, Education Cloud, Marketing Cloud, Health Cloud
- **Tools:** Jira, ServiceNow (SNOW), Conga Composer

## RECENT EXPERIENCE

### Tata Consultancy Services (TCS)

*SF/SFMC Consultant*

Jan 2022 – Present

#### Client: OCE-Personal (SFDC)

- Developed and maintained custom Salesforce solutions, including Apex classes, triggers, LWC, and flows, for Mexico and Turkey markets.
- Managed requirements gathering, solution design, and implementation for the Turkey market using Apex and flows.
- Collaborated with Mexico and Turkey stakeholders to analyze enhancement requests and optimize Salesforce applications.
- Performed Salesforce admin tasks: user creation, permission sets, territory management, product creation, custom fields, validation rules, flows, page layouts, reports.
- Made some customization in Sample Management modules in Salesforce to handle HCP sample eligibility, inventory tracking, and request approval workflows, aligned with pharmacy.
- Customized Order Management processes, including order creation, approval, fulfillment, and delivery status tracking using Apex, Flows, and Lightning Web Components (LWC).
- Conducted unit testing and participated in UAT to validate end-to-end functionality of sample and order lifecycle in Salesforce.
- Implemented real-time validation and eligibility rules for sampling using business logic in Apex triggers and custom metadata types.
- Customized Salesforce Territory Management and created an assignment rule based on specialty, including multi-level territory hierarchies and rep assignments.
- Monitored daily sync transactions, analyzed failures, and created SOPs to improve efficiency.

#### Client: Bayer (Marketing Cloud)

**Description** - Designed and developed responsive Cloud Pages using HTML, CSS, JavaScript, and AMPscript for custom forms, data capture, and lead management. Implemented advanced AMPscript logic for dynamic content rendering and real-time data personalization. Created complex SQL queries within Automation Studio to segment, cleanse, and populate Data Extensions for targeted campaigns. Built multi-step Journey Builder flows triggered by user activity and integrated with synchronized CRM data. Configured automations for daily data loads, event-triggered campaigns, and error handling using Automation Studio.

- Developed custom Cloud Pages for lead capture, subscription forms, and user profile management using HTML, CSS, JavaScript, and AMPscript.
- Wrote optimized SQL queries in Automation Studio to populate and update Data Extensions for campaign segmentation and personalization.

- Built and configured Journey Builder flows with multi-step logic, decision splits, and triggered email sends based on subscriber behavior.
- Created scheduled and event-based Automations for data imports, journey entry, and file-based triggers with error handling and logging.
- Applied AMPscript to personalize content and process form data in real time.
- Ensured data consistency by managing and syncing relevant Data Extensions, Publication Lists, and contact relationships.

### **Revolve Softech Pvt Ltd**

*SF/SFMC Developer*

#### Salesforce Developer/Admin (Sales Cloud)

**Description** - Designed and implemented a Salesforce Sales Cloud solution to streamline customer management and sales processes. Developed a hybrid approval workflow for a six-member approval process, accommodating three Salesforce users and three non-Salesforce users. Leveraged Salesforce Approval Process for Salesforce users, and created an Email Service Class to manage approvals for non-Salesforce users by sending emails with specific criteria. Processed email responses with keywords to automatically approve or reject records. Additionally, implemented complex business process automation using Apex Triggers, Flows, and Workflows.

- Developed and configured a hybrid approval workflow for Salesforce and non-Salesforce users.
- Managed user access by configuring roles, profiles, and permission sets to ensure data security and proper access control.
- Created an Email Service Class to send approval requests and process email and responses with specific keywords for automated approval or rejection
- Built automation processes using Apex Triggers, Flows, and Workflows to ensure and seamless operations.
- Conducted thorough testing and debugging to ensure system reliability and performance.
- Worked closely with cross-functional teams to integrate Salesforce with other tools.
- Collaborated with stakeholders to gather requirements and translate them into technical solutions.

#### Henry Bernick Entrepreneurship Centre (Education Cloud)

**Description** - In this project we connect subject community based on college student data, department, and courses create registration form for student that help in student registration. We also send email templates on various conditions. This solution we built using Customer community.

- Create Aura component as per user requirement.
- Create d Custom Objects & establish Relationship among them.
- Role Permission Assignment using profile and permission set and apex classes.

#### Salesforce Developer integration with Ringcentral (CTI)

**Description** - The client has an insurance process and uses RingCentral for communication. They wanted to implement a solution that sends alerts to the respective team whenever the Opportunity or Lead status changes, based on the record owner. Additionally, the solution needed to automatically create a task in Salesforce whenever a call occurs in RingCentral and attach the call recording to the respective task within Salesforce.

- Designed and implemented Salesforce integrations with RingCentral to automate communication-related processes.
- Utilized RingCentral APIs to integrate communication data with Salesforce and enable seamless data synchronization.
- Built and configured REST API integrations for automatically creating tasks in Salesforce whenever a call occurred in RingCentral.
- Configured real-time alert notifications to the respective group based on Opportunity and Lead status changes.
- Developed Apex Triggers, Flows, and Workflows to handle business process automation
- Conducted end-to-end testing to ensure data accuracy, API reliability, and process performance.

#### BBQ barbecue (Marketing Cloud)

**Description** - Developed personalized email templates using AMPscript and created SQL queries in Automation Studio for audience segmentation and data transformation. Built multi-step Journey Builder workflows with decision splits and triggered sends. Managed Data Extensions, Publication Lists, and Attribute Groups in Contact Builder. Integrated with Salesforce CRM using Marketing Cloud Connect, enabling real-time data sync and cross-object access. Set up automations for data sync, triggered sends, and file-based workflows, ensuring consistent and scalable campaign execution.

- Developed and maintained automations for scheduled data refresh and campaign execution, ensuring timely delivery of communications. Actively managed publication lists, attribute groups, and synchronized data extensions to maintain

data integrity across Salesforce CRM and Marketing Cloud.

- Included designing dynamic and personalized email templates using AMPscript, writing complex SQL queries to segment and transform data across various data extensions, and building Journey Builder campaigns tailored to different audiences.
- Collaborated with marketing teams to configure campaigns, track engagement metrics, and optimize message delivery strategies, contributing to improved campaign performance and user experience.

#### IWU (Marketing Cloud)

**Description** - Involved in end-to-end implementation and execution of marketing campaigns using Salesforce Marketing Cloud. Responsibilities included creating dynamic and reusable email templates using HTML and AMPscript for personalized communication. Utilized SQL queries to fetch and segment data from various data extensions for targeted messaging.

- Designed and developed responsive Email Templates in Salesforce Marketing Cloud using HTML and AMPscript for personalized customer communication.
- Wrote and optimized SQL queries within Query Activities to segment and manipulate data in Data Extensions.
- Created and configured Journey Builder workflows to automate personalized customer journeys based on behavioral and transactional triggers.
- Developed and managed Automations in Automation Studio for tasks like data imports, exports, segmentation, and scheduled sends
- Managed campaign execution, including the setup and synchronization of Data Extensions, Publication Lists, and Attribute Groups to maintain data consistency and ensure accurate audience targeting across Marketing Cloud
- Working on the camping and synchronize data extension publication list and attribute group as well as.

#### Crow Holding (Marketing Cloud)

**Description** - Enabled sharing of folders and email templates across child Business Units (BUs) in Salesforce Marketing Cloud to ensure consistent branding and efficient asset reuse, while maintaining proper access controls and visibility settings.

- Wrote SQL queries to update Data Extensions for Journeys
- Built and configured Journey Builder flows
- Created Automations for data processing and email sends
- Developed Cloud Pages for data capture and personalization
- Used AMPscript to update data directly in CRM
- Shared folders and templates with child Business Units

#### AP Global (Marketing Cloud)

**Description** - Created and configured 54 Business Units in Salesforce Marketing Cloud to support a multi-brand, multi-region marketing setup. Defined BU hierarchy, roles, permissions, send classifications, and data sharing rules to ensure governance, user access control, and consistent asset organization.

- Managed setup and configuration for 54 Business Units
- Wrote SQL queries to update Data Extensions for each BU
- Created and tested Journey Builder flows for targeted campaigns
- Built Automations to handle data updates and triggered sends
- Designed and implemented Email Templates tailored to each BU
- Created filtered Data Extensions and established relationships
- Integrated Marketing Cloud with Salesforce CRM
- Configured roles and profiles for BU-specific access and governance

#### Marketing Cloud project (UCF Connect)

**Description** - Set up Automations and Journey Builder flows with conditional logic based on business requirements. Created custom roles and user profiles to manage access and permissions. Developed Cloud Pages for subscriber data capture and engagement, and wrote optimized SQL queries to manage and update Data Extensions.

- Created Cloud Pages for lead capture and customer engagement
- Wrote optimized SQL queries to manage and update Data Extensions
- Built and configured Journey Builder flows for targeted communications
- Set up Automations to streamline data processing and email sends
- Implemented File Drop Automations for real-time data ingestion
- Integrated Salesforce Marketing Cloud with Salesforce CRM
- Configured Roles and Profiles to manage access and maintain governance

## BBQ (Marketing Cloud Project)

**Description** - Designed and implemented a scalable backend service integrated with Salesforce Marketing Cloud to deliver dynamic content blocks, reusable assets, and personalized email templates. Combined backend development with front-end scripting to enable real-time content editing, supporting governance, consistency, and ease of use for marketing teams.

- Built and styled responsive email templates using HTML and CSS for cross-device and cross-client compatibility
- Developed a backend service to support dynamic content blocks, emails, and HTML asset types
- Enabled marketing teams to manage and deploy content blocks using drag-and-drop tools in Content Builder
- Implemented JavaScript functionality to support real-time editing and preview within Content Builder
- Used Block SDK to create interactive, reusable custom content blocks
- Integrated external backend service with Salesforce Marketing Cloud for advanced content delivery and control.

## **Syncreasy Technologies Pvt Ltd**

*SF Developer*

### Sales Management (Sales cloud) (SFDC)

**Description** - In this project, we configured web to lead with Captch and also setup lead conversion process. We configured lead record types and page layouts for two different sales process. Once lead is converted, account, contact & opportunity is created. We wrote some custom validation on opportunity like closed opportunity will not be editable. On the closed won of an opportunity we created the order in Salesforce using process builder. We also done some data migration for account and opportunities. Client share the CSV files to load the data with mapping. We loaded account, contact then opportunity into the Salesforce.

- Configured Web to Lead, page layouts and record types. Created Roles, Profile and sharing rules.
- Worked on user permission & user creation and Create custom fields, validation and workflows.
- Involved in data migration, Wrote test class to achieve code coverage. Create reports and dashboards and Involved in the deployment using change set.

### Case Management Project (Service Cloud)

**Description** - In this project, we configured Email to case and web to case functionality of Salesforce and assign the case to the queues on the basis of regions. Service rep pick the case from the queue to resolve them. We also configured case assignment rule to assign the case to queues. We also wrote some validation, process builder and email alert for internal and external communication.

- Configured Email to Case & Web to Case.
- Created Queues and Case assignment rules and create custom fields, validation and workflows.
- Create reports and dashboards on case, account and contacts and Involved in the deployment using change set.

## **EDUCATION**

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**Bachelor of Computer Science (BCA) from Vivek College, affiliated with MJP Rohilkhand University. 04/2015 - 05/2018**

## **CERTIFICATIONS**

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### **Salesforce Certifications:**

- Salesforce Certified Administrator - Salesforce Certified Platform Developer I - Salesforce Certified Marketing Cloud Email Specialist - Salesforce Certified Marketing Cloud Administrator - Salesforce Certified Marketing Cloud Developer - Salesforce Certified Marketing Cloud Consultant

## **ACHIEVEMENTS**

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*Received multiple "On the Spot" awards from the delivery manager for exceptional performance and contributions to project success.*