

Samiksha Gujar

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Professional Summary

Salesforce Administrator with 5 years of hands-on experience in configuring, managing, and optimizing Salesforce platforms, with a strong emphasis on Sales Cloud. Proficient in designing user-centric, secure, and automated solutions that enhance sales workflows and boost team productivity. Experienced in collaborating with both technical and business stakeholders to gather requirements and deliver effective, scalable solutions. Recognized for streamlining processes, ensuring data integrity, and fostering user adoption through clear training and thorough documentation. Highly organized, detail-driven, and committed to ongoing development within the Salesforce ecosystem.

Core Competencies:

- Proficient in core Salesforce administration tasks, including user onboarding, deactivation, and license management.
- Skilled in configuring security components such as Profiles, Roles, Permission Sets, Public Groups, and Organization-Wide Defaults (OWD).
- Experienced in enhancing the Lightning Experience through the design of Page Layouts, Record Types, Compact Layouts, and Dynamic Forms.
- Hands-on expertise in building and maintaining automation using Flows, Process Builder, Workflow Rules, and Approval Processes.
- Committed to optimizing business processes and improving operational efficiency across departments.
- Adept at data migration and ensuring data integrity using tools like Data Import Wizard, Data Loader, Dataloader.io, Salesforce Inspector, and Workbench.
- Knowledgeable in implementing Validation Rules, Duplicate Management, and automation strategies for strong data governance.
- Deep understanding of Salesforce security architecture, including sharing rules, session settings, and role hierarchy management.
- Familiar with system monitoring tools such as Security Health Check, Salesforce Optimizer, and the Lightning Usage App.
- Skilled in creating dynamic and insightful Reports, Dashboards, and Custom Report Types to support data-driven decision-making.
- Experienced in managing the full user lifecycle, including freezing/deactivating users and configuring password policies.
- Proficient in resolving end-user issues and managing support workflows via ticketing systems like Azure ADO.

Technical Skills:

- Proficient in Salesforce administration, including user setup, role hierarchy, permission sets, and license management.
- Skilled in automation tools such as Flows, Process Builder, Workflow Rules, and Approval Processes.
- Hands-on experience with data migration and integrity using Data Loader, Salesforce Inspector, Workbench, and Dataloader.io.
- Capable of building reports, dashboards, and custom report types to support data-driven decision-making.
- Experienced in customizing Lightning pages, page layouts, record types, validation rules, and duplicate management.

Soft Skills & Work Approach:

- Collaborative and team-oriented, with a focus on cross-functional communication and shared goals.
- Proactive problem-solver with strong adaptability in fast-paced or changing environments.
- Effective communicator, skilled in translating complex technical concepts for non-technical users.
- Detail-oriented and accountable, committed to delivering accurate, scalable, and maintainable solutions.
- Strategic thinker who aligns Salesforce capabilities with broader business objectives and user needs.

Professional Experience

Kriit Technologies USA LLC

Salesforce Administrator

Client: Merchant Advance Funding (MAF) ~ May 2024 to Aug 2025

- Collaborated with stakeholders via Azure DevOps to address enhancements, bugs, and support requests.
- Customized Salesforce Lightning with objects, record types, layouts, and validation rules aligned to funding workflows.
- Managed operational records like Refunds, Settlements, and Disbursements; enforced field-level access and integrity.
- Designed audit-friendly reports and dashboards for compliance, KPIs, and leadership review.
- Configured Permission Sets and Groups, refined IP settings, and tested Enhanced Audit Trail for improved governance.
- Delivered user-centric reports and dashboards supporting finance, operations, and compliance teams.

Kinfotech

Salesforce Administrator

Client: Travel Management ~ Dec 2023 to Apr 2024

- Created and deployed custom fields across key objects including International Accounts, Opportunities, and Refunds, ensuring proper field-level security and visibility.
- Designed and implemented a "Create Refund" feature integrated with a third-party payment processor, including validation logic to prevent duplicate transactions.
- Built custom objects (e.g., Travel Policy, Transactions, Payment Methods) with picklists, formulas, and automation to support specific travel operations.
- Developed a guided Screen Flow triggered by a custom button to simplify refund processing and reduce manual errors.
- Managed end-to-end deployments using Change Sets, coordinated UAT, trained users, and ensured post-deployment support.
- Conducted org health checks, reviewed role hierarchy, and enforced internal governance with profiles and permission sets.
- Supported data operations using Data Loader, Workbench, and Salesforce Inspector for exports, cleanup, and imports.
- Provided proactive admin support through walkthrough demos, documentation, and ticket resolution.

Kinfotech

Salesforce Administrator

Client: Smart Home Appliances ~ June 2023 to Dec 2023

- Implemented Salesforce Service Cloud to streamline support processes, including Case Management, Email-to-Case, and Web-to-Case.
- Configured automation for warranty checks, service reminders, and escalations using Flows and validation rules.
- Managed Asset and Entitlement Management to track product warranties and service coverage across customer accounts.
- Integrated Field Service features to schedule technician visits and enable real-time service tracking.
- Created reports and dashboards to monitor service resolution times, customer satisfaction, and technician performance.
- Optimized Lightning Experience with record page enhancements, guided navigation, and layout customizations.
- Conducted org maintenance through Salesforce Optimizer, Inspector, and manual cleanup tasks.
- Trained users, documented processes, and enforced Lightning-only access to promote adoption and consistency.

Kinfotech

Salesforce Administrator

Client: UrbanNest Realty ~ August 2022 to May 2023

- Customized Salesforce for real estate operations including Properties, Leases, Tenants, and Maintenance Requests.
- Automated workflows for lease renewals, rent reminders, and maintenance escalations using Flows.
- Managed role-based access for Property Managers, Agents, and Maintenance Teams via Profiles and Permission Sets.
- Developed dashboards to monitor occupancy, lease expirations, and rental revenue trends.
- Ensured data accuracy through import strategies, validation rules, and duplicate management tools.

Kinfotech

Salesforce Administrator

Client: The Pipeline Group ~ July 2020 to Aug 2022

- Supported Salesforce CRM optimization to enhance lead management and sales performance.
- Managed user roles, profiles, permission sets, and customized standard and custom objects, fields, and page layouts.
- Created and monitored campaigns; imported leads using Data Import Wizard and Workbench.
- Configured lead assignment rules to distribute leads automatically and accurately among sales reps.
- Built reports and dashboards to track lead conversions and overall pipeline performance, enabling data-driven sales decisions.

Tools & Technologies:

- Salesforce Inspector
- Data Loader
- Workbench
- Data Import Wizard
- Microsoft Excel
- ServiceNow

Certification :

- Salesforce Certified Administrator

Education:

- Graduation – 2020
- HSC – 2017
- SSC – 2015

Languages:

- English
- Hindi
- Marathi