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[LinkedIn Profile](#) | | [Salesforce Trailhead Profile](#)

Summary

Salesforce Professional with over 9 years of expertise in the Salesforce Ecosystem, holding 7X certifications. Known for a strong track record in problem-solving and enhancing customer satisfaction. Committed to driving team success through dedication, meticulous attention to detail, and exceptional organizational abilities. Skilled in understanding client requirements and delivering tailored solutions. Passionate about continuous learning, growth, and achieving excellence in the Salesforce industry.

Competencies

- Experienced Salesforce Administrator with expertise in Sales Cloud, Service Cloud, Field Service Lightning, and both Lightning and Classic UI.
- Proficient in Salesforce administrative tasks, including user setup/deactivation, creating Profiles, Permission Sets, Roles, Users, Page Layouts, Approval Processes, Workflows, Process Builder, Duplicate Management, Validation Rules, Flows, Public Groups, OWD, Sharing Rules, Assignment Rules, Custom Fields, Record Types, Dynamic Layouts, Apps, Actions, Custom Settings, Mobile Administration, Dashboards, and Reports.
- Skilled in data migration using tools like Data Import Wizard, Apex Data Loader, Dataloader.io, Workbench, and Salesforce Inspector. Experienced in data management to enhance Salesforce data quality, implementing rules, and automating processes as needed.
- Provide end-user support by addressing inquiries, troubleshooting issues, and resolving Salesforce-related functionality concerns.
- Collaborate with developers and cross-functional teams to identify and resolve technical challenges.
- Analyze, design, and optimize processes on the Salesforce platform to improve user adoption and promote best practices.
- Contribute to the continuous improvement of the Salesforce platform by gathering requirements, designing scalable solutions, and managing the SalesOps roadmap.
- Effective communicator with stakeholders at all levels, capable of translating technical concepts into clear, non-technical language. Skilled in creating platform roadmaps, defining priorities, and aligning with stakeholder needs.
- Proactively perform system maintenance, including Security Reviews, Release Updates, Health Checks, and Optimizer assessments.
- Basic understanding of triggers and Apex code.
- Manage integrated applications such as HubSpot, LinkedIn, Outlook, Google Calendar, and DocuSign.

CORE QUALIFICATIONS

- **Data Migration:** Tools such as Data Import Wizard, Data Loader, Salesforce Inspector, and DataLoader.io for seamless data transfer.
- **Salesforce Security:** Configuration and management of Org, Object, Field, Record, Profile, Roles, Permission Sets, Permission Set Groups, Muting Permission Sets, Sharing Rules, Manual Sharing, OWD (Organization-Wide Defaults), Password Policies, Groups, Queues, Optimizer, Health Check, and Lightning Usage App.
- **Salesforce Automation:** Implementation of automation tools like Workflows, Process Builder, Flows, and Approval Processes.
- **User Management:** Activities including User Creation, Password Resetting, License Management, Permission Assignment via Permission Sets, Freezing Users, and Deactivating Users.
- **Data Cleanup:** Managing Duplicate Rules, Matching Rules, and ensuring data cleanliness.
- **CPQ (Configure, Price, Quote):** Handling Bundles, Product Rules, Pricing, Discount Schedules, Product Options, Option Layouts, and more.
- **Apex Development:** Working with Apex Classes, Triggers, Batch Apex, and Test Classes.
- **Deployment:** Utilizing Change Sets, CI/CD pipelines with GitHub, VSCode, and SFDX CLI for deployment.

- **Agile Methodology:** Applying Agile principles and practices for project management.
- **Ticketing Systems:** Managing tasks and issues using tools like JIRA, ServiceNow (ITSM), and Agile Accelerator.

SKILLS

- Led a team of 8 by providing clear guidance through knowledge transfer (KT) and effectively delegating tasks.
- Demonstrated a strong understanding of the team by actively listening to their ideas, considering their perspectives on outcomes, and offering guidance when their approach deviated from Salesforce best practices.
- Managed 2-3 projects simultaneously, ensuring timely delivery and alignment with project goals.
- Emphasized teamwork to accelerate progress and achieve the roadmap milestones for project signoff.
- Acted as an Individual Contributor (IC) on certain projects, contributing directly to their success.
- Applied critical thinking at the outset of tasks to gain a clear, long-term vision for project sustainability.
- Quickly adapted to new processes or projects by acquiring the necessary knowledge before diving in.

QUALITIES

- Analytical mindset, being able to analyze multiple data sources in an investigative manner and provide insights.
- A lover of all things data, Tracking & evaluating in a detail-oriented manner, able to advise the business on what should be reported on for value-add.
- The ability to make decision fast. Being able to make actionable recommendations based on data finding. Team Work
- The ability to take the Initiative. Able to tell the business what they need confidently.

Certifications

- Salesforce Certified Administrator 24/02/2020
- Salesforce Certified Platform App Builder 04/08/2020
- Salesforce Certified Advanced Administrator 18/01/2021
- Salesforce Certified Service Cloud Consultant. 04/05/2022
- Salesforce Certified Experience Cloud Consultant 04/05/2022
- Salesforce Certified Sales Cloud Consultant. 11/05/2022
- Salesforce Certified Business Analyst. 01/11/2022
- Salesforce Certified CPQ Specialist 01/11/2022

Work Experience

Vitim Cloud Technologies

305, Vihav Business Square, Sun Pharma Road, Vadodara, Gujarat 390012

Senior Salesforce Admin

From 04 Sept 23 to Present

- Oversee and manage all aspects of Salesforce administration, including user management, security, data governance, and compliance for Internal project after training.
- **Clean up of Report & Dashboards** using Workbench and Vs code.
- Design and maintain data models, including custom objects, fields, relationships, and validation rules to optimize data management and reporting.
- Identify and resolve performance bottlenecks in the Salesforce platform through optimization and best practices.
- Maintain comprehensive **documentation in Confluence**
- Created Email to Case for the Sales User, Ops User when have any issue related to the salesforce App.
- Provide training and support to end-users to maximize them efficiency and effectiveness with Salesforce.
- **Lean data Integration** for Routing Account to Different Team.
- **Zoom Phone with Salesforce** Integration for Outbound and Inbound Call from Agent to Merchants.

- Serve as a Senior Salesforce Administrator, resolving end-user issues via the Fresh Service Platform and delivering frontline support to Salesforce users by addressing inquiries, troubleshooting problems, and ensuring optimal system functionality.
- Partner with cross-functional teams to identify user needs, design tailored solutions, and drive improvements in operational efficiency and productivity.
- Perform routine system audits to ensure data accuracy, integrity, and compliance with organizational policies and regulatory standards.
- Design and conduct training programs for new users to streamline onboarding processes and enhance adoption of Salesforce features.
- Customize and configure Salesforce to meet evolving business objectives and user requirements, ensuring alignment with organizational goals.
- Create and analyze detailed reports and dashboards to track system usage, user engagement, and performance metrics, enabling informed, data-driven decisions.

SA Tech Software India Private Limited

<https://www.satincorp.com/>

Awfis Space, Ground Floor, Unit No-2, B-wing, Business @ Mantri Park, Vimannagar, Pune, Maharashtra 411014

Senior Salesforce Admin

From 19 August 2022 to 28 August 2023 [1 year]

- Conducted comprehensive reviews of object-level and field-level access across all profiles for various user personas, and successfully migrated access from profiles to permission sets using Base Permission Sets (Object & Field Level Access), System Permission Sets, and Functional Permission Sets.
- Developed custom duplicate rules for Account and Contact objects to align with client requirements, as standard rules were insufficient.
- Utilized CI/CD processes with GitHub as the primary repository, leveraging tools like Vocode to manage configuration and customization changes. Created pull requests (PRs) for change requests and facilitated deployment to higher environments.
- Provided leadership, support, and direction to clients and teams, ensuring successful project execution and delivery of engagements as committed.
- Acted as a Business Analyst by gathering requirements from Product Owners (POs), translating them into user stories with acceptance criteria, and facilitating discussions to refine requirements.
- Designed, configured, and maintained custom reports, dashboards, page layouts, and workflows/process builders. Managed user permissions, profiles, list views, groups, and data quality for accounts and contacts.
- Leveraged custom permissions to bypass validation rules by assigning permission sets to specific users, primarily Salesforce Administrators.
- Utilized JIRA for project management, including creating user stories, assigning story points, sizing tasks, updating JIRA statuses, and linking functional and design documents to user stories.
- Ensured team readiness by providing necessary technical tools, such as sandboxes and licenses, to enable seamless project initiation.
- Managed client approvals and sign-offs for key project phases, including Build, QA, and Deployment.
- Facilitated Agile ceremonies, including sprint planning, backlog grooming, daily huddles, retrospectives, and sprint demos, to ensure efficient project delivery.
- Developed and maintained Salesforce training materials to support user adoption and knowledge sharing.
- Supported the creation and migration of new development features, ensuring alignment with business objectives and technical requirements

CriticalRiver Technologies Private Limited

<https://www.criticalriver.com/>

Plot No. 5, 1st Floor, North Block, JVP Building, Software Units Layout, Madhapur, Hyderabad – 500081

Senior Software Engineer

From 12 May 2021 to 16 March 2022 [1 year]

Salesforce FSL

- Implemented and customized **Field Service Lightning** for **A3 Smart home**.
- Optimized **work order automation** to reduce technician downtime by **30%**.
- Configured **dispatcher console** to improve scheduling efficiency and technician productivity.
- Integrated **FSL Mobile App** to provide real-time updates to field agents.
- **Work Order & Service Appointments** – Creation, automation, and tracking.
- **Dispatcher Console** – Optimizing technician schedules and routes.
- Work Rules, Service Territories, Operating Hours, Skills Assignment.

Salesforce Sales Cloud

- Developed a Permission Set to prevent users from switching from Lightning to Classic.
- Utilized the Lightning Usage App to monitor and analyze data on switches to Salesforce Classic, including monthly and daily switches, user-specific switches, top pages where users switch to Classic, browser usage, monthly performance metrics, most viewed pages, slowest desktop record pages, and user license distribution by profile. Additionally, tracked daily and monthly password-free logins, SSO logins, MFA logins, credential-based logins, and mobile user activity.
- Conducted monthly Salesforce Optimizer assessments to enhance org security by identifying issues such as insecure default external access levels, user login patterns, pending releases, unused reports, unassigned permission sets, inactive Chatter users, hardcoded URLs, paths, and record types.
- Executed deployments using Change Sets by creating outbound Change Sets with all necessary dependencies.
- Followed Salesforce best practices for implementing changes, including adding User Story numbers in the Description field with user acceptance, performing unit testing in higher environments, and ensuring smooth deployments from lower to higher sandboxes

IT NetworkZ Infosystem Private Limited

<https://www.itninfosystems.com/>

P-5/A Akansha Building 102-202 Akanksha Building, RPTS Rd, Laxmi Nagar, Nagpur, Maharashtra 440022

Salesforce Administrator

From 01 November 2016 to 10 May 2021 [4.6 years]

- Successfully updated 66 lakhs of records using Salesforce Inspector and parallel Chrome browsers to overcome data loader limitations caused by large CSV file sizes.
- Proficient in data migration, user management, automation, Salesforce security, and deployment using Change Sets, VS Code, and Workbench. Experienced in creating Confluence sheets for pre- and post-deployment documentation.
- Provided end-to-end client support during and post-project implementation, ensuring seamless adoption and functionality.
- Conducted end-user training sessions to optimize Salesforce usage, enabling users to leverage the platform effectively and troubleshoot issues independently.
- Acted as a Business Analyst to gather client requirements, clarify application needs, and create detailed Jira user stories.
- Facilitated grooming sessions with team members to refine user stories and address any ambiguities.

- Developed functional and design documents for each user story, linking them to Jira for streamlined project tracking.
- Prioritized user stories based on business needs to align with upcoming sprints and release cycles.
- Conducted regular Salesforce org health checks and implemented Multi-Factor Authentication (MFA) to enhance security.
- Migrated object-level and field-level permissions from Profiles to Permission Sets, organizing them into Base Level, System, and Functional Permission Sets.
- Created new Lightning profiles with minimal access and extended permissions through Permission Set Groups, assigning them to specific users.
- Designed and shared public reports and dashboards tailored to various user roles.
- Led discovery calls with clients to demonstrate Salesforce solutions and gather feedback.
- Developed and maintained project roadmaps, driving Salesforce initiatives forward and resolving issues during testing phases.
- Built and nurtured strong client relationships, consistently exceeding expectations and ensuring high levels of satisfaction.

Salesforce Business Analyst

- Develop and maintain comprehensive documentation and knowledge bases to ensure standardized processes and resources.
- Collaborate with clients to gather project requirements, translating them into detailed technical specifications while partnering with data architects and cross-functional teams to address gaps.
- Align business needs with current and emerging technologies, capabilities, and services to support and execute the strategic roadmap.
- Act as a technical subject matter expert, identifying critical business challenges and delivering actionable insights, analysis, and solutions.
- Facilitate communication between technical teams and product owners, translating technical progress and inquiries into clear, actionable updates

Rohan Builder Real Estate

- Enabled realtors to efficiently manage clients, prospects, and properties remotely, ensuring seamless accessibility from any location.
- Delivered a comprehensive 360-degree view of customer interactions, enhancing client relationships by eliminating inaccurate and duplicate data.
- Tracked and analysed customer journeys, empowering businesses to provide exceptional client support with minimal effort.
- Maintained continuous engagement with clients and tenants, fostering long-term connections and monitoring critical data for both business and residential properties.
- Implemented robust data protection measures within Salesforce CRM, enabling secure sharing of documents and customer information across internal and external stakeholders.
- Configured Salesforce Security settings to restrict departmental access, safeguarding sensitive data and ensuring compliance with privacy standards

Project Completed

1. Red Hat Internal Project Migration

This project involved the migration of an internal Red Hat system from the Classic framework to the Lightning framework. The goal was to modernize the platform, enhance user experience, and improve system performance by leveraging the advanced capabilities of the Lightning framework. The migration required careful planning, data transfer, and testing to ensure a seamless transition without disrupting internal operations.

2. Rohan Builder Real Estate

Established in 1993, Rohan Builders has grown into a leading real estate development company with a team of over 2,000 professionals. The company has successfully delivered over 1.5 crore square feet of residential, commercial, and infrastructure projects across India. Known for their innovative architectural designs, meticulous attention to detail, and incorporation of modern amenities, Rohan Builders consistently meets the evolving needs of homebuyers and businesses. Their projects are designed to blend functionality with aesthetic appeal, creating landmarks that redefine urban living.

3. A3 Smart Home

A3 Smart Homes is a forward-thinking company specializing in smart home appliances and solutions. With an extensive inventory of cutting-edge products, A3 Smart Homes empowers customers to create intelligent, connected living spaces. Their offerings include a wide range of IoT-enabled devices, home automation systems, and energy-efficient appliances designed to enhance convenience, security, and sustainability in modern homes.

4. American Automobile Association (AAA)

The American Automobile Association (AAA) is a federation of motor clubs operating across North America. Founded to support motorists, AAA provides a wide range of services, including roadside assistance, travel planning, insurance, and automotive repair. With a strong focus on safety and customer service, AAA has become a trusted resource for millions of drivers, offering peace of mind and reliable support for all their automotive needs.

5. National Kidney Foundation

The National Kidney Foundation (NKF) is a non-profit health organization dedicated to raising awareness about kidney health, preventing kidney disease, and improving the quality of life for individuals affected by kidney-related conditions. Through education, research, and advocacy, NKF works to advance early detection, treatment, and support for patients and their families. The foundation also promotes organ donation and transplantation as critical solutions to kidney failure.

6. Catholic Welfare Solution

Catholic Welfare Solution is a non-profit health organization committed to providing compassionate care and support to underserved communities. Rooted in the principles of social justice and charity, the organization offers a range of services, including healthcare, education, and social welfare programs. By addressing the needs of vulnerable populations, Catholic Welfare Solution strives to create a more equitable and caring society.

7. ServiceMax

ServiceMax is a leading provider of Service Execution Management solutions, offering a cloud-based software platform designed to optimize the productivity of complex, equipment-centric service operations. Catering to OEMs, operators, and third-party service providers, ServiceMax enables organizations to streamline field service management, improve asset performance, and enhance customer satisfaction. Their platform integrates advanced features such as predictive maintenance, real-time analytics, and mobile workforce management, empowering businesses to deliver exceptional service experiences.

TOOLS USED

- Workbench
- Changeset
- Data Loader
- Salesforce Inspector
- Dataloader.io
- Security Zen
- MS Excel Sheet
- Agile accelerator
- DocuSign
- Trail Tracker
- Automate.io

Education

• Bachelor of Technology

Institute of Engineers India 2012-2016

• Diploma

Government Polytechnic Nagpur 2008-2011

• SSC

South Point School Nagpur 2007- 2008

LANGUAGES

- English Hindi Marathi