

# Tanuja Vishnu Bhaskar

**Salesforce Certified Platform Developer (PD-I) | Salesforce Certified Associate**

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## Profile Summary

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- **Salesforce Developer** with **4 years of experience**; with **3 years** focusing on **Apex development, Lightning Web Components (LWC)**, and **VisualForce** within the Salesforce platform.
- **Salesforce Certified Platform Developer (PD-I)** and **Salesforce Certified Associate**, recognized as a '**Expeditioner**' on Trailhead by Salesforce.
- Ontario College Graduate in **Business Analytics Post Graduate Program**.
- **Post Graduate Diploma in Advanced Computing(CDAC)** from Sunbeam Institute, Pune.
- **Domains:** CRM Cloud Platform, CRM Analytics, Business Analytics.
- Extensive experience in Salesforce development using **Apex development |VisualForce Aura components| SOQL| R Studio| Lightning Web Components. Proficient in HTML, CSS, JavaScript, REST, SOAP and MySQL.**
- Working knowledge of Salesforce CRM Analytics, Business Analytics, Data Analytics and ETL procedures.
- Demonstrated expertise in data visualisation, including designing and developing interactive dashboards that communicate insights effectively with tools **Tableau, Power BI and Informer-Data Visualization tool.**
- Adept at conveying technical concepts to both technical and non-technical stakeholders.

## Skills

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- **Languages/Technologies:** Apex, Lightning Web Components (LWC), VisualForce, Aura Components, SOQL, JavaScript, HTML, CSS, REST API, SOAP API, Bulk API, SQL
- **Tools:** Salesforce CRM, Salesforce Lightning, Salesforce API Integration
- **Performance Optimization:** Governor Limits, Query Optimization, LWC Performance
- **Data Integration:** Salesforce APIs, ETL, REST, SOAP, Bulk API
- **Testing & Debugging:** Unit Tests, Apex Triggers, Batch Processes, Asynchronous Apex, Code Reviews, Test Classes
- **Security & Compliance:** Salesforce Security Models, Data Integrity, Compliance Best Practices
- **Visualization:** Tableau, Power BI, R Studio, Informer Data Viz Tool
- **Methodologies:** Agile, Scrum

## Work Experience

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**Tim Hortons, Scarborough, ON**

**August 2021- June 2023**

### Supervisor

- Supervised operational tasks ensuring adherence to company policies, standards, and performance benchmarks.
- Utilized **data visualization** tools like **Tableau** to identify performance gaps and optimized business processes, indirectly supporting projects improving **business logic** for data accuracy and performance.
- Conducted **performance analysis** and collaborated with management to drive actionable insights, improving team efficiency and operational standards.
- Managed cross-functional communication, ensuring the **integration of systems and** compliance with business requirements

**IT World Canada**

**26 June 2022 - 5 Aug 2022**

**Content Analysis Intern**

- Analyzed content from IT-related news websites (ITWorldCanada.com, ITBusiness.ca, Channel Daily News).
- Demonstrated skill in identifying trends, segmenting audiences, and tailoring reports to enhance content performance insights.
- Designed, developed, and maintained interactive dashboards using the '**Informer-Data Visualisation tool**,' creating intuitive and visually compelling representations of complex data.
- Integrated data from multiple sources, ensuring accuracy and consistency through data cleaning, transformation, and modelling.
- Collaborated with stakeholders to understand requirements, gather feedback, and iterate on visualizations to meet evolving business needs. Utilized **ETL**, **SQL**, and various **data visualization** techniques.
- Identified data trends to predict article performance, segmented audiences, and analyzed differences to enhance insights into content resonance with target audiences.

**Cybage Software, Pune**

**March 2019- Oct 2020**

**Salesforce Developer**

- Designed and implemented custom **Salesforce Lightning Web Components (LWC)** to improve the user experience, focusing on **UI responsiveness** and **performance optimization**.
- Developed complex **Apex classes, triggers, batch processes**, and **asynchronous Apex** to implement business logic for Salesforce applications.
- Utilized **Salesforce APIs** (SOAP, REST, Bulk API) to integrate external third-party applications, ensuring seamless data flow and system efficiency.
- Optimized **Apex** and **LWC** performance, ensuring compliance with **Salesforce governor limits** and enhancing the system's scalability.
- Conducted **code reviews**, provided feedback, and ensured adherence to best practices and coding standards within the Salesforce development team.
- Worked closely with stakeholders to gather requirements, develop solutions, and ensure deliverables met business needs and technical specifications.

## Education

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**Business Analytics Post Graduate Program-** St. Lawrence College, Ontario.

**Post Graduate Diploma in Advanced Computing-** Sunbeam Institute, Pune.

**Bachelor of Engineering: Electronics Engineering-** Shivaji University, Kolhapur.

## Certifications

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**Salesforce Certified Platform Developer (PD-I)**

**Salesforce Certified Associate**