

Tanuja Vishnu Bhaskar

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

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Portfolio: <https://cybagesoftware19-dev-ed.develop.my.site.com/>

Profile Summary

- **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.
- **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

Apex Development	Requirement Analysis	JavaScript	Sharepoint
VisualForce	Analytical Skills	REST API	JIRA
Aura Components	Decision-making skills	SOAP API	GitHub
Lightning Web Components	Problem-solving skills	HTML, CSS	Tableau
SQL	Communication Skills		PowerBI

Work Experience

Tim Hortons, Scarborough, ON

August 2021- June 2023

Supervisor

- Supervised daily operations, enhancing workflow efficiency and boosting productivity by 20%.
- Analyzed Tableau dashboards to identify strengths and areas for improvement, driving data-backed decisions.
- Leveraged performance insights to identify opportunities, reducing service bottlenecks through root cause analysis.
- Participated in hiring and training, increasing employee retention by 15%.
- Resolved customer complaints and internal conflicts, improving satisfaction and team morale.
- Maintained data accuracy and optimized performance to meet evolving business needs.
- Assessed pricing impacts on financial outcomes and customer acquisition, supporting revenue growth.
- Ensured up-to-date documentation, reducing compliance issues by 10%.

Cybage Software, Pune**March 2019- Oct 2020****Salesforce Developer**

- Developed and optimized Salesforce solutions using Lightning Web Components, improving user experience and adoption by 30%.
- Implemented requirements on Salesforce Sales Cloud and Force.com IDE within strict deadlines.
- Troubleshooting and resolving migration-related bugs, ensuring seamless transitions to newer technologies.
- Wrote and maintained unit and integration tests, achieving 98% test coverage and boosting code reliability.
- Collaborated with product owners for requirement gathering, analysis, and development.
- Stayed updated on the latest Salesforce best practices and Integrated them to enhance system performance by 20%.

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 refine content strategies, leading to a 20% increase in article reach and engagement.
- Utilized ETL, SQL, and data visualization techniques to generate actionable insights, improving audience segmentation accuracy by 15%.

Maternity leave**14 June 2023 - Present**

- Took parental leave to take care of my daughter (born 2023)

Education

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

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