

# Tanuja Vishnu Bhaskar

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

Email: [tanujavbhaskar96@gmail.com](mailto:tanujavbhaskar96@gmail.com)

Mobile: +91-9011578681

## Profile Summary

- **Salesforce Developer** with **4 years of experience**; with 2 years specializing in Salesforce development.
- **Salesforce Certified Platform Developer (PD-I) and Salesforce Certified Associate**, recognized as a **'Mountaineer' 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

Apex Development  
MySQL  
VisualForce  
Lightning Web Components  
Aura Components

Data Analysis  
Stakeholder collaboration  
Decision-making  
Data Management  
Data Integration

Tableau  
Power BI  
Informer-Data Viz Tool  
Salesforce CRM Analytics  
R studio

## Work Experience

**Tim Hortons, Scarborough, Canada.**

**August 2021- June 2023**

### Supervisor

- Supervised, coordinated, and delegated operational tasks, ensuring adherence to company policies and standards.
- Analyzed Tableau-generated reports and dashboards to identify business strengths and areas requiring improvement.
- Leveraged insights from performance analysis to identify key opportunities, applying root cause analysis and problem-solving methodologies to drive targeted improvements.
- Collaborated with restaurant management to uphold quality production and service standards, fostering a safe and efficient environment for both customers and staff.
- Participated in the recruitment, selection, and training of new staff members.
- Resolved customer complaints and internal conflicts promptly and effectively.
- Managed inventory schedules, stock levels, and requisitioned necessary supplies.
- Maintained data accuracy, optimized performance, and continuously improved solutions to meet evolving business needs.
- Worked with restaurant management to assess the impact of pricing decisions on financial outcomes and customer acquisition.
- Maintain system documentation and ensure adherence to the best practices.

**IT World Canada, Toronto, Canada.**  
**Content Analyst Intern**

**26 June 2022 - 5 Aug 2022**

- 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**  
**Salesforce Developer**

**March 2019- Oct 2020**

- Implemented requirements on the Salesforce.com sales cloud platform and Force.com IDE plug-in using Visual Studio.
- Developed functional designs for web pages utilizing Salesforce's Lightning Web Components within stringent deadlines.
- Upgraded and optimized user interfaces using Lightning Web Components, enhancing user experience and ensuring seamless transitions from older versions to newer technologies.
- Troubleshoot and fixed bugs introduced due to transformation from older versions to newer technology.
- Interacted with product owners for analysis, requirement gathering, and development.
- Wrote and maintained comprehensive test classes in Salesforce to ensure robust code quality, system reliability, and to meet Salesforce's testing requirements for deployment.
- Created timelines and development goals to meet deadlines.
- Interacted with product owners for analysis, requirement gathering, and development.

**Maternity leave**

**14 June 2023 - Present**

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

## **Education**

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