Tanuja Vishnu Bhaskar

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

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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| Lightning Web Components |Visual Studio|R Studio .**
- Proficient in **HTML, CSS, JavaScript, REST, SOAP API and MySQL.**
- Working knowledge of **Salesforce CRM Analytics, Business Analytics, Data Analytics and ETL procedures.**
- Demonstrated expertise in data visualization, 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	Data Analysis	Tableau
MySQL	Decision-making	Power BI
VisualForce	Data Management	Informer-Data Viz Tool
Lightning Web Components	Data Integration	HTML CSS Javascript
Salesforce Integration	Stakeholder	REST SOAP API
Salesforce Configuration	Collaboration	SFDX

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.   **26 June 2022 - 5 Aug 2022**
Content Analyst 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 modeling.
- 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, developed, and implemented custom Salesforce applications using Apex, Visualforce, and Lightning Web Components on the Salesforce.com Sales Cloud platform, utilizing the Force.com IDE plug-in with Visual Studio.
- Collaborated closely with business stakeholders to gather and analyze requirements, translating them into functional designs and technical solutions within Salesforce, specifically leveraging Lightning Web Components for web page development.
- Developed and optimized user interfaces using Lightning Web Components, ensuring a seamless transition from older technologies to newer versions, significantly enhancing the user experience.
- Debugged and troubleshot Salesforce issues, particularly those arising from the transformation to newer technologies, and maintained system stability.
- Wrote and maintained comprehensive unit and integration tests in Salesforce, ensuring robust code quality, system reliability, and adherence to Salesforce's testing requirements for deployment.
- Stayed current with the latest Salesforce technologies and best practices, integrating them into development projects to improve performance and functionality.
- Documented code and technical decisions, ensuring clarity and transparency for future development and maintenance.
- Collaborated with other developers and team members to ensure the successful delivery of projects, meeting development goals and timelines.

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, Canada.
- **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**