

Email: av.vinnu2501@gmail.com
571-509-9511



Veerendar A
Certified Salesforce Administrator

PROFESSIONAL SUMMARY:

Salesforce Administrator

- Senior IT professional with 7.5 years of extensive experience as a **Salesforce Administrator**.
- Extensively worked on **Administration, Configuration, and Support** of Salesforce CRM.
- Experience in **creating** various **Reports** (summary reports, matrix reports, pie charts and dashboards) and **Report Folders**.
- Proficient in Salesforce **validation** and **configuring Administrative Setup** on Salesforce.com platform.
- Configured **Sandbox** environments for successful **production** and **deployment** of the applications, experience in using migration applications from **Sandbox to Production** using Salesforce.com **change sets**.
- Experience in understanding business requirement to design the required entities like **Custom Objects** and then creating the **Junction Objects, Master Detail Relationship, Lookups, Pick lists, Dependent Pick lists**.
- Expertise in using **Object Level Security, Permission sets**.
- Experienced in **Salesforce Customer Community, knowledge base, Live Agent and Case automation**.
- Endured in SFDC administrative work like **Approval and Tasks, Dashboards, Data Loader, Email Services, Escalation rules, Roles, Profile, Creating Users, Page Layouts, Reports, Validation Rules and Workflow Rules**.
- Experience in using **Data Loader** and **bulk import or export** of data from Salesforce.com Objects and **data manipulation language** for data migration.
- Hands on working experience in **User Management, Role Hierarchy, Custom Profiles creation, Public Groups and List Views, Queues, Process builders**.
- Worked on and has good understanding on various SFDC standard objects like **Accounts, Contacts, Opportunities, Leads, Campaigns, Cases**.
- Implemented **Pick lists, Dependent pick lists, Lookups, Junction objects, Master detail relationships, Validation and Formula fields to the custom objects**.
- Knowledge in SFDC development using **Visual-force Pages, SOQL, and SOSL, DML statements**.

TECHNICAL SKILLS

Salesforce Certification	Certified Salesforce Administration (ADM 201)
Salesforce Administration	Reports and Dashboards, Process Builder, Workflows Rules, Approval Process, Validation Rules, Record Types, Public Groups, Queue, Email Templates, Data Loader, Import Wizard, OWD Sharing rules, Page Layouts, Web to Lead, Web to Case, Email to Case, Custom Objects, Assignments Rules, Role Hierarchy, Profiles, Permission Sets, Formulae, SOQL, SOSL
Salesforce Tools	Data Loader, Import Wizard, Workbench, Live Agent, Force.com Platform (Sandbox and Production)
SAP Basis/Security	Kernel Upgrade, Security, Monitoring & daily job, Background jobs administration, Operation modes, System profile parameters, Client administration, TMS, Patch administration, solution manager, Backups and Restore, User & Role Administration, Profile Generator (PFCG)
Multiple SAP Upgrades	SAP R/3 Versions: 4.6A - 4.6C, Security Upgrade planning from 4.7 to ECC 6.0
Operating Systems	Windows NT, Linux, Windows Server (2003, 2008R2, 2012), UNIX (AIX, HP)
RDBMS	MS SQL Server, Oracle

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PROFESSIONAL EXPERIENCE:

Salesforce Administrator
McKesson – Atlanta, GA

August 2015 - Present

Responsibilities

- Shaped **Dashboards** and **Reports** such as **Summary** and **Joint** reports as per the business needs.
- Responsible for administering the **Users, Profiles and Object customizations**.
- Extensively worked on **Process Builder** in Creating New Records, Post to Chatter, Email Alerts, Submit for Approvals, and Update Related Records.
- Maintained security such as **user accounts, sharing rules, permission sets, user roles and profiles, field level security, public groups, list views** etc.
- Assisted **Email to case, Web to case, customized case page layouts and case assignment rules**.
- Assisted on **Record Types, Validation Rules, Triggers and Page Layouts**.
- Generate **Email Templates** and also have knowledge in bulk emailing users.
- Delivered support for continuing salesforce.com maintenance and additional administration services including workflow, approvals and periodic data cleansing.
- Planned and implemented **Custom validation rules, Approval Processes** and **Auto-Response Rules** for **automating business logic**.
- Enhanced, configured **workflow rules, time triggered workflows, email templates** resulting into actual web to lead communication with customers and partner portals.
- Using **Apex Data Loader** and **Import Wizard** for migrating records to sources and loaded data into application and for **cleaning of data**.
- Planned and implemented **Live Agent Chat** to make effective communication between agent and customer.

Environment: Salesforce.com platform, Process builder, Lightning Experience Reports and Dashboards, Process Builder, Workflows Rules, Approval Process, Validation Rules, Record Types, Public Groups, Queue, Email Templates, Data Loader, Import Wizard, OWD Sharing rules, Page Layouts, Web to Lead, Web to Case, Email to Case, Custom Objects, Assignments Rules, Role Hierarchy, Profiles, Permission Sets, Formulae, SOQL, SOSL, Sales Cloud, Service Cloud.

Salesforce Administrator
Infosys Limited – Leading Property Developer- Hyderabad, India

June 2012 – July 2015

Responsibilities

- Gathered user and functional system requirements via workshops, interviews and workflow storyboards and Working with stakeholders and project teams to prioritize collected requirements.
- Created various Reports (**summary reports, matrix reports, pie charts, dashboards and graphics**) and **Report Folders** to assist managers to better utilize Sales force as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
- Developed complex **workflows and approval processes** for automating business logic
- Performed the **roles** of Salesforce.com Administrator in the organization.
- Interacted with various business team members to gather the requirements and documented the requirements.
- Using **Apex Data Loader** and **Import Wizard** for **migrating** records to sources and loaded data into application and for **cleaning of data**.

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- Developed various **Custom Objects, Tabs, and Entity-Relationship data model, validation rules on the objects, tabs, Components and Custom links.**
- Created **page layouts, search layouts** to organize **fields, custom links, related lists**, and other components on a record detail and edit pages.
- Created **workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates** to implement business logic.
- Strong knowledge on Salesforce.com Application to Setup and configuration to match the functional needs of the organization
- Experience in **Lead, Case management, Web-to-lead, Web-to case, Email-to-case, Queues, List Views, Process Builder**
- Experience with **Salesforce Lightning UI** to bring Salesforce into the responsive UI era of web-based applications.
- Worked on various **AppExchange products** according to the needs of the organization.
- Worked on various Salesforce.com standard objects like Case Management, Accounts, Contacts, Content, Custom Reports and Workspaces.
- Created many **Email Templates** and **Mail Merge Templates** and was involved in doing the **Mail Merge** for different standard and custom objects.

Environment: Salesforce.com platform, Process builder, Classic/Lightning Experience Reports and Dashboards, Process Builder, Workflows Rules, Approval Process, Validation Rules, Record Types, Public Groups, Queue, Email Templates, Data Loader, Import Wizard, OWD Sharing rules, Page Layouts, Web to Lead, Web to Case, Email to Case, Custom Objects, Assignments Rules, Role Hierarchy, Profiles, Permission Sets, Formulae, SOQL, SOSL, Sales Cloud, Service Cloud.

SAP Salesforce Administrator

SITEL Limited – Business consulting company - Hyderabad, India

June 2011 – May 2012

Responsibilities:

- Implemented **validation rules and workflow rules** to meet the business logic.
- Configured complex **page layouts, record types and email templates** as per business requirements.
- Administered, configured, maintained Salesforce.com application **user profiles, roles, grant permissions.**
- Created and managed users, roles, public groups and implemented additional **role hierarchies, sharing rules and record level permissions to manage sharing access** among different users.
- Defined **organization wide default rules** to restrict access and establish role based access control
- Developed and configured various **Custom Reports and Report Folders** for different user profiles based on the need in the organization.
- Tracked and performed daily routines such as **merging duplicates, task assignments and maintenance of security permissions**
- Developed, launched, and managed in-depth **dashboards** as well, **reports** for all team functions on both management and individual levels.
- Worked on **Import Wizard and Data Loader** in order to import and export from system.
- Planned and implemented **Custom validation rules, Approval Processes** and **Auto-Response Rules** for automating business logic.

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Environment: Salesforce.com platform, Reports and Dashboards, Process Builder, Workflows Rules, Approval Process, Validation Rules, Record Types, Public Groups, Queue, Email Templates, Data Loader, Import Wizard, OWD Sharing rules, Page Layouts, Web to Lead, Web to Case, Email to Case, Custom Objects, Assignments Rules, Role Hierarchy, Profiles, Permission Sets, Formulae, SOQL, SOSL.

EDUCATION

Bachelors in Information Technology from GIST University, INDIA