

# ROMA SHAH

**SALESFORCE MARKETING CLOUD DEVELOPER | 5x SALESFORCE CERTIFIED | Trailhead Ranger**

**Email: romashah14@gmail.com**

**Mobile: +919325293483/+918007666498**

**[www.linkedin.com/in/roma-shahb4423a213](https://www.linkedin.com/in/roma-shahb4423a213)**

---

## SUMMARY

- Currently working with Accenture as a Sr. Marketing Cloud Developer. Responsible for design and delivery of solutions using Email Studio, Automation Studio, Journey Builder, Cloud Pages etc.
- Experienced in handling end-to-end EMEA Markets. Skilled in AMPScript, SSJS, SQL, DataViews, Core Web Technologies, JavaScript.
- Experience into Salesforce for B2B marketing product – Pardot and Salesforce CRM • Areas of expertise: Exacttarget | Salesforce Marketing Cloud

## EMPLOYMENT CHRONICLE:

**Organization: Cognizant Technology Solutions Pvt. Ltd**

**Designation: Senior Process Executive - Tech**

**Role: Salesforce Administrator**

**Service Duration - November 2020 – Feb 2022**

**Description:** Internal Member of the Salesforce configuration team, responsible for assisting and providing technical support and resolving Admin queries of Salesforce end customers.

**Projects worked for:**

### **I. Project: SFDC Core Support - Sales / Service Cloud**

#### **Key Deliverability**

- Started as Salesforce Support Engineer for CRM Configuration (Basic Level).
- Handling CRM Configuration issues, analyzing business requirements and building custom logic.
- Creating custom Apps, Objects, Tabs, Fields and Custom Field Relationships.
- Handled issues with Data Sharing, Data Security, Permissions and profiles.
- Supporting issues with Workflows, Approval Processes and Validation Rules.
- Supporting issues with Process Builder.
- Creating and Modifying Record types and Page Layouts.
- Handling issues related to Data Management such as Bulk Import, Export, Update and Delete Data.

- Creating Custom reports and Dashboards.
- Helping clients in resolving issues related to Data Import, Update and Delete using Data Import Wizard, Data Loader and Installation of third-party applications on Salesforce platform.
- Also work on deploying change sets from sandbox to production environment.

## II. Project: SFDC Marketing Cloud - Pardot

### Key Deliverability

- Good Exposure in Marketing cloud implementations.
- Creation and maintenance of sandboxes in Salesforce and Pardot platforms
- Knowledge of Lightning Interface and Einstein analytics
- Worked on Email Journey, Engagement Studio, Process Builder, Google Analytics.
- Worked on tools like Data Loader.
- Experience of using declarative features like validation rules, workflows, approval processes, sharing rules automation for business process automations.
- Worked extensively on various salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Cases, Leads, Campaigns, Reports and Dashboards.
- Custom Objects, Tabs, Page Layouts, Lookup Relationships, Junction Objects, Master-detail Relationships.

## Organization: Accenture Solutions Pvt. Ltd

Designation: Senior Development

TechRole: SF Marketing cloud Developer

Service Duration - Feb 2022 - Present

## I. Project: SFDC Marketing Cloud – BOSTON SCIENTIFIC (EMEA)

### Key Deliverability

- To capture maximum leads, we have multiple forms created in Cloud Pages using the basic Web Technologies (HTML, CSS, JavaScript) and AMP Script. These forms include different medical specialties and Therapies based on which we segregate and capture maximum information on our leads.
- With the help of journeys created we systematically interact with the leads using different activities in journey builder. Mostly the Salesforce Data or Synchronized data ext. is used as entry sources as we have the Marketing cloud account connected to Sales Cloud where the leads are captured initially using different campaigns.
- All these journeys run periodically using Automations. To check if the journey is working efficiently and to keep track of the running journey we run weekly reports. Additionally, to keep a check on Automations, we added few email addresses which notify on automation failures.
- Creation of reports, maintaining Journeys on every Winter, Summer, and Spring releases to make sure none of the journeys are not affected with new functionalities introduced in releases.
- Apart from this, responsible to connect with business and stakeholders to discuss the requirements provided for the user stories.

**Organization: Amazon Development Center Pvt. Ltd. Pune**

**Designation: Customer Support Associate**

**Role: Salesforce Admin**

**Service Duration: May 2019 - November 2020**

**Experience: 1.7 years**

**Key Deliverability:**

- Salesforce Admin with 1.7 years.
- Provide administration support of Salesforce.com including but not limited to managing customization of objects, fields, record types, page layouts and validations, and dashboards for daily, weekly, monthly performance and reporting at individual, team, manager, and enterprise levels.
- Manage Salesforce.com CRM including support requests and escalated administrative needs of users by providing prompt resolution to technical challenges and business support issues.
- Hands on configuration of all new and existing Salesforce.com features including user management, roles/profiles, Permission Sets, custom objects, new page layouts, custom fields, formula fields, validations, workflows rules, email templates ,Process Builder, Flows, Lightning Pages, Custom Metadata Types, Custom Settings, Managed Packages.
- Implement and optimize sandbox refresh strategy with minimum to no impact.

**Designation: Customer Support Associate**

**Role: Customer Service Associate**

**Client: Amazon.in/.na/.ca/.uk**

**Service Duration: September 2016 – May 2019**

**Experience – 2.3 years**

**Key Deliverability:**

- 6+ months experience with Account Security and Compliance team at Hyderabad
- Handling users queries across different country like North America, Canada and India Process
- Was promoted to escalation queue SNR
- Discovering training needs and provide coaching under SNR
- Attended training and provided backup for Alexa, echo, etc devices technical support.
- 3+ months' work for NA and CA tuck process.
- Additional experience in working for UK Business accounts.
- Cross-trained and provided back up for multiple skills..
- Worked in pilot batches for multiple skills;
- Scored multiple times in top 10% of employees for maintaining high goals on weekly and monthly basis.
- Operated in dynamic, high-volume environments to provide skilled assistance to clients.

**LICENSES & CERTIFICATIONS**

- I. Salesforce Certified Pardot Specialist Credential ID: 21785210
- II. Salesforce Certified Administrator (SCA) Credential ID 21709776
- III. Salesforce Certified Advanced Administrator (SCAA) Credential ID - 22434088
- IV. Completed more than 150 badges in Trailhead and achieved the highest "Ranger" rank.

Issuing authority: Salesforce

Expiration Date: No Expiration Date of any of the three certifications.

Certification URL: <https://trailhead.salesforce.com/users/profiles/rshah181>

**SKILLS:**

- Salesforce Marketing Cloud
- Salesforce Marketing Cloud - Pardot
- Salesforce Administration
- Develop ROI reporting Models.
- Lead Management

## **EDUCATION:**

### **B.E.**

**Degree: Bachelor of Engineering**

University: Shivaji University

Field: Computer Science - (2012 - 2016)

College: D.Y. Patil College of Engineering and Technology, Kolhapur.

Passing Year - 2016

### **12th**

Shri Swami Vivekananda Sanstha's, New Model Jr. College, Kolhapur

Specialization: Computer Science

Year of Passing: 2012

### **10th**

School Name: Seventh Day Adventist Higher Secondary School

Board: ICSE

Year of Passing: 2010

## **PERSONAL DETAILS:**

Name: Roma Shah

Date of birth: 14th May 1995

Gender: Female

Marital status: Single

Nationality: Indian

Languages known: English, Hindi, Gujarati, Marathi

Permanent address: Flat no. A3, Cinderella's Castle, Near Rajhans Printing Press, Nagala Park, Kolhapur, Maharashtra

Pin code: 416003

**I hereby declare that the above written particulars are true to the best of my knowledge and belief.**

**Roma Shah**